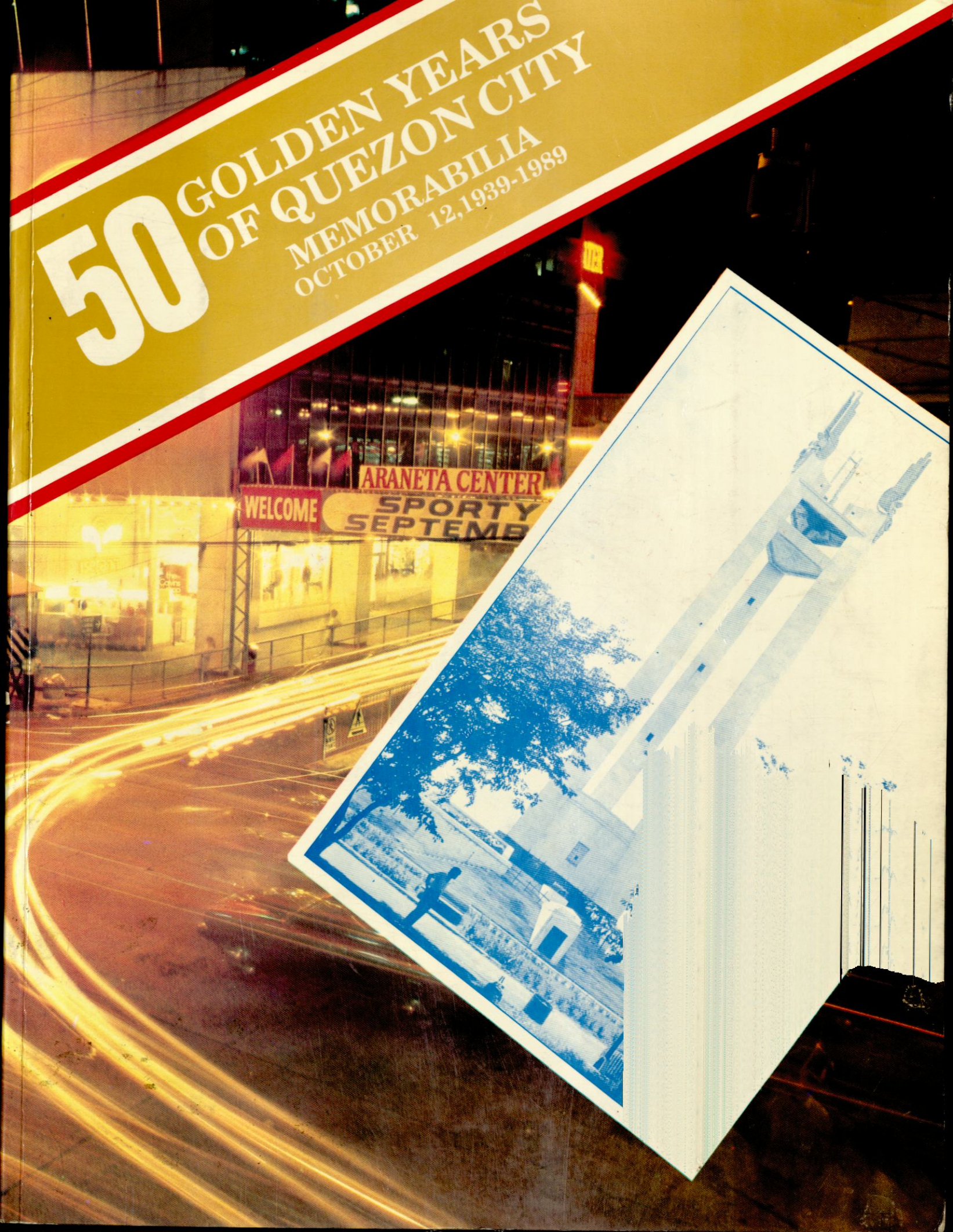
50 GOLDEN YEARS OF QUEZON CITY

MEMORABILIA

OCTOBER 12, 1939-1989



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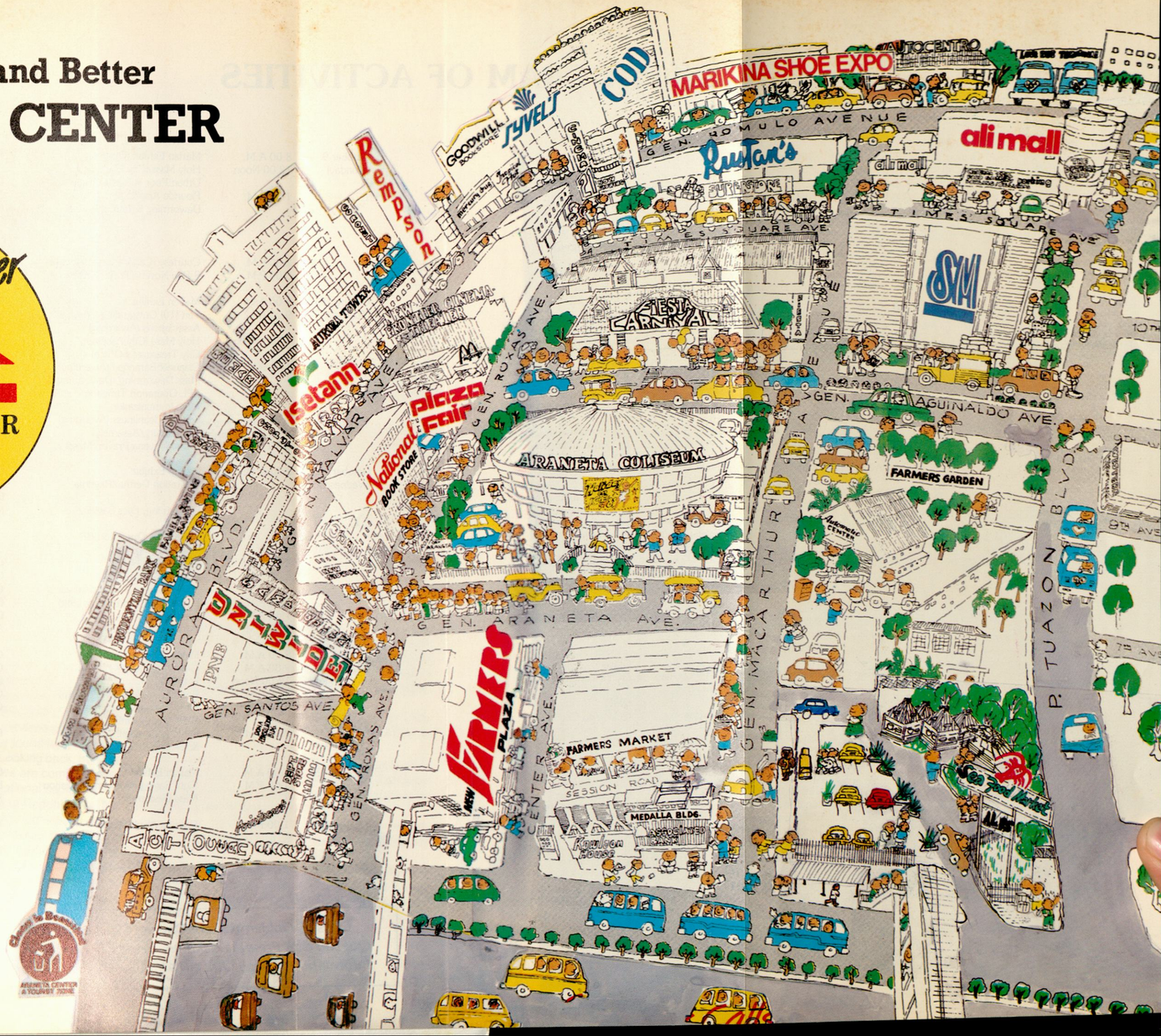

PROGRAM OF ACTIVITIES

DATE	TIME	ACTIVITY	VENUE
October 1 (Sunday)	7:00 A.M.	Golf Tournament (Championship)	Veteran's Memorial
	1:00 P.M.	Basketball (Semi-Final)	Celebrity Sports Plaza
October 2 (Monday)	8:00 A.M.	Photo/Art Exhibit (Opening)	QC Hall Lobby
		On the Spot Painting (Awarding)	QC Hall Lobby
		Flouride Application	Novaliches ES, Commonwealth ES, Lagro ES, San Gabriel ES
October 3 (Tuesday)	8:00 A.M.	Historical Play	P. Bernardo ES
		Art & Photo Exhibit	QC Hall Lobby
	12:00 Noon	Holy Mass (Personal Office/ Business Permits & Licensing Office)	QC Hall covered walk
	6:00 P.M.	9-Day Novena Prayer/Masses	QC Parish Churches
October 4 (Wednesday)	8:00 A.M.	Art/Photo Exhibit	QC Hall Lobby
	9:00 A.M.	Search for 10-Outstanding School Teachers (Awarding)	Albert Hall
	12:00 Noon	Holy Mass (Health Dept./ Division of City Schools)	QC Hall covered walk
	1:00 P.M.	Basketball (Championship)	Araneta Coliseum
	6:00 P.M.	9-Day Novena Prayer/Masses	QC Parish Churches
October 5 (Thursday)	7:00 A.M.	Welcome Reception-MAUI Delegates	NAIA
	8:00 A.M.	Art & Photo Exhibit	QC Hall Lobby
	12:00 Noon	Holy Mass (Administrator Office/Public Library)	QC Hall covered walk
	1:00 P.M.	Deworming, Health Education, EPI	Arguadiente, Safa II, Laging Handa
	2:00 P.M.	Community Assembly	Tiburcio
		Choral Competition	Multi-Purpose Hall
	6:00 P.M.	9-Day Novena Prayer/Masses	QC Parish Churches
October 6 (Friday)	7:00 A.M.	Welcome Reception-Taipei Delegates	NAIA
	8:00 A.M.	Art/Photo Exhibit	QC Hall Lobby
	8:30 A.M.	Slogan Canceller (Launching)	Various QC Post Office
	12:00 Noon	Holy Mass (Regional & Metropolitan Trial Courts/City Fiscal's Office)	QC Hall covered walk
	4:00 P.M.	Ginintuang Ala-Ala	QMC
	6:00 P.M.	9-Day Novena Prayer/Masses	QC Parish Churches
October 7 (Saturday)	7:00 A.M.	Welcome Reception-Other Delegates	NAIA
		Holy Mass on TV-Sharing in the City	TV Channel 9
	8:00 A.M.	Art/Photo Exhibit	QC Hall Lobby
		Mass Wedding	QC Hall Sunken
	2:00 P.M.	Songfest (Grand finals)	Celebrity Sports Plaza
	3:00 P.M.	Half Marathon	Delta-COA-Delta
	4:00 P.M.	That's Entertainment	Quezon Avenue
	6:00 P.M.	9-Day Novena Prayer/Masses	QC Parish Churches
	7:00 P.M.	Kiti-Kiti sa Kalye	Quezon Avenue
October 8 (Sunday)	8:00 A.M.	Art/Photo Exhibit	QC Hall Lobby
		Horse Racing Tournament	San Lazaro
	9:00 A.M.	Holy Mass (City Council)	S.M. City
	4:00 P.M.	La Naval Procession	Sto. Domingo Church
			QMC-Sto. Domingo Church
	6:00 P.M.	9-Day Novena Prayer/Masses	QC Parish Churches
October 9 (Monday)	8:00 A.M.	Marian Exhibit (Opening)	QC Hall Lobby
	12:00 Noon	Holy Mass (City Planning/ Urban Poor Affairs Office)	QC Hall covered walk
	1:00 P.M.	Flouride Application & Deworming & Immunization	Novaliches, Commonwealth, Lagro, San Gabriel E.S., Sapang Bato, B. Bayan I, Libis
	2:30 P.M.	Courtesy Call-Various Delegates	Albert Hall
	6:00 P.M.	9-Day Novena Prayer/Masses	QC Parish Churches
October 10 (Tuesday)	8:00 A.M.	Marian Exhibit	QC Hall Lobby
	9:00 A.M.	Ten (10) Outstanding Tricycle Associations (Awarding)	Albert Hall
	12:00 Noon	Holy Mass (City Assessor/ City Treasurer's Office)	QC Hall covered walk
	1:00 P.M.	Cleanest Barangay (Awarding)	Albert Hall
		Mass Deworming, Deworming & EPI, Operation Timbang	San Vicente
		Mass Immunization	Daang Tubo
	1:30 P.M.	School Cleanliness (Awarding)	P. Bernardo E.S.
	2:00 P.M.	Community/Assembly	K-10th West Kamias
	6:00 P.M.	9-Day Novena Prayer/Masses	Q.C. Parish Churches
October 11 (Wednesday)	8:00 A.M.	Marian Exhibit	QC Hall Lobby
		Operation Derma/Rayuma	Bgy. Quirino 2-B, Bgy. Hall
Q.C.		Deworming, Eyes Saving/ Refraction, Operation BP Film Showing	Murphy, E. Rodriguez
	3:00 P.M.	Procession	Converging QMC
	6:00 P.M.	Misa ng Bayan	QMC Glorieta
		9-Day Novena Prayer/Masses	QC Parish Churches
	7:30 P.M.	Dynamic Lighting (Launching)	QMC Glorieta
	7:45 P.M.	Golden Fireworks	QMC Glorieta
	8:00 P.M	Boxing (Navarette Dual)	Araneta Coliseum
October 12 (Thursday)	8:00 A.M.	Marian Exhibit	QC Hall Lobby
	9:00 A.M.	Grand Parade	Converging QMC
	12:00 Noon	Eat Bulaga	QMC Glorieta
	3:00 P.M.	Band Festival (Championship)	QMC Glorieta
	4:00 P.M.	Most Festive & Decorated Barangay (Awarding)	QMC Glorieta
	7:00 P.M.	Gintong Parangal (Grand Ball & Closing Program)	Philippine Plaza
October 13 (Friday)	8:00 A.M.	Marian Exhibit	QC Hall Lobby
	1:00 P.M.	Sight Saving, Mass Immunization	Escopa I HC,
		Mass Deworming	Escopa 3
October 16	1:00 P.M.	Flouride Application	Novaliches, E.S., Commonwealth E.S., Lagro ES, San Garbiel ES

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FOREWORD



Simon

Let me start by paraphrasing the late Victor Hugo, a colossus of French literature, who once remarked that "one should rejoice in escaping his 40's, which are the old age of youth, and arriving at last at the age of 50, which is the youth of old age."

It is on this note that I would like to greet all of you on the occasion of our 50th founding anniversary as a people. Indeed, we have all the reasons to be happy at this event which marks our passage through the turbulence of adolescence, of growing up, into our own fruitful years or golden age, so to speak.

I feel elated over the fact that you have given me a chance to lead our beloved city at this time when we are ushering in what can turn out to be the most glorious chapter in our history. In the same breath, however, I realize that I am called upon to provide the necessary leadership in working for the realization of the vision laid by our founder, President Manuel Luis Quezon, exactly 50 years ago today.

Now, perhaps more than ever, is the most propitious time to make Quezon City the "dream city" it was envisioned to be.

• **DREAM CITY**

At this point, by way of refreshing our memories, permit me to recall the words of President Quezon as he stood on a grassy promontory with his right hand pointing to a hill overlooking what is now known as La Mesa Dam:

"I dream of a capital city that *politically* shall be the seat of government; *aësthetically*, the showcase of the nation -- a place that thousands of people will come and visit as the epitome of the future and spirit of the country; *socially*, a dignified concentration of human life, aspirations, endeavors and achievements; and *economically*, a productive, self-contained community."

We have to admit that 50 years after the enactment of Commonwealth Act. No. 502, otherwise known as the Quezon City charter, on October 12, 1939, the dream of our founding father remains a dream.

Looking back, however, we can sheen our feathers and say with justifiable pride that we are coming close to it. Ten years after the birth of Quezon City, it became the national capital of the Philippines and the permanent seat of government by virtue of Republic Act. No. 333 approved by President Elpidio Quirino.

We suffered a setback on June 4, 1976 when President Marcos issued Presidential Decree No. 940 stripping Quezon City of its title and transferring the seat of government to Manila.

• **COMMITMENT**

Today, as we celebrate our 50th founding anniversary and recall the memory of our founder, let us renew our commitment and strengthen our resolve to live up the vision of President Quezon by working for the restoration of Quezon City as the country's capital city.

It is towards this direction that we have launched several projects aimed at making Quezon City a place we all want to live in, one that is truly a premier city even before it regains its title.

- **PROJECTS**

One of these projects is low-cost housing for our poor and underprivileged citizens so as to give them dignity and respectability and elevate them to their rightful place in society.

At present, housing projects are being undertaken in Manresa and Barangay Payatas, two of our urban-poor territories, wherein squatters have proliferated the last few years. We are expecting to be able to construct about 5,000 units in these areas by the end of this year.

By next year, the construction rate will move at 1,200 units a month and about 14,000 to 15,000 units will be completed next year. By 1992, we hope to provide housing for about 40,000 families.

As we try to lick the problem of housing in our midst, we are also giving attention to reducing the level of unemployment. On the takeoff stage is an industrial estate project in Novaliches wherein we are inviting investors from Taiwan and other countries to build their factories here. We are hoping to be able to provide employment to about 30,000 to 40,000 people by the time this project is in full swing.

In preparation for increased demand for skilled manpower in the industrial estate, we are putting up the Technical-Industrial University of the Philippines (TUP), otherwise known as the "university without walls." The construction of the school, which is the first-of-its kind in the Philippines, is scheduled to start by the end of his month.

Aside from housing and unemployment, we are also addressing ourselves to the problem of traffic congestion and commuting inconvenience which has become a normal occurrence every day.

Negotiations are under way for the construction of the Inter-Urban Railway System or IRS from Quezon City to San Jose del Monte, Bulacan. This project will have 272-seater passenger trains and will be equipped with more amenities and gadgets. Consisting of 13 stations, the 62-kilometer railway is expected to be fully operational in 1992.

- **PROGRESS**

We are convinced that these projects will go a long way not only in accelerating growth and progress but also in the maintenance of peace and order in our beloved city.

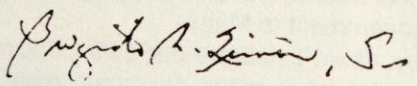
On top of these projects, we have drawn up a plan for Metro Quezon to be composed or Quezon City, Marikina, San Mateo, Antipolo and Montalban of Rizal and San Jose del Monte of Bulacan. The plan has already been submitted to the Cabinet Action Committee for Implementation and Assistance (CACIA) for implementation.

With these projects, the day is not far off when many business firms and government offices including those of the Executive Department will transfer their offices to what was envisioned to be the premier city 50 years ago making President Quezon's dream finally come true.

Given the same atmosphere of goodwill, understanding and cooperation that prevailed among us in the past, I have no doubt in my mind that we can translate our plans into actions. In implementing these projects, I intend to reach out and listen to the views of many of you who are now present to ascertain that we are going together in the right direction.

I seek to be a"a leader who is not isolated from his people, one who feels your pain and shares your dream and draws his strength and wisdom from you."

Happy anniversary to all of you.



BRIGIDO R. SIMON, JR.
Mayor, Quezon City

Greetings from:

SALVADOR H. LAUREL
Vice President
Republic of the Philippines

It is with great pride and pleasure that I extend my warm greetings to the people of Quezon City on the occasion of their Golden Jubilee Anniversary celebration.

The strides that your City have taken for the past 50 years are dramatic and significant, indeed. And this is a tribute to your deep sense of civic involvement and your political will that transformed the City into an ideal and progressive community.

I am certain you will carry on with your lofty tasks of bringing Quezon City to greater heights of achievements and success.

Mabuhay and congratulations!

Greetings from:

JOVITO R. SALONGA
Senate President

A long time ago, President Manuel L. Quezon dreamt of Quezon City as a robust residential urban suburb. It is typical of the man's vision and foresight.

Today as we celebrate the Golden Jubilee of this former Capitol City, we find signs of fulfillment of Quezon's dream and vision.

Quezon City has its share of faults even sins but that should be expected of modern metropolis anywhere in the world. They share many things in common.

Whatever they say about Quezon City, it is the pride of faithful residents, some of whom are among the richest in the country. Ironically, it is also a home of some of the poorest. But the predominant of them is the middle class, which Quezon City is as a metropolis. In this sense, we see here Quezon's dream of a suburban community.

The choice of Quezon City as the site of the Government Center, where national public builders are located, has made it ideal to be the Capitol City. Although the title was short-lived the city remains the sites of many important government offices.

There are reasons to hope for a greater Quezon City. Quezon's optimistic vision deserves full fulfillment.

On the occasion of its Golden Jubilee, I am honored to congratulate the officials and residents of Quezon City as I wish them the best of everything.

Greetings from:

ELFREN S. CRUZ
Acting MMC Governor

I wish to express my warmest greetings and congratulations to the people of Quezon City on the occasion of its 50th Foundation Anniversary.

Reaching your half century mark is in iitself an achievement. But for Quezon city, this event becomes even more profound and more eloquent as typified by the inspiring advancement that you have accomplished. Through hard work, dedication and well ensconced sense of community, Quezon City holds the distinction of being among the country's principal cities.

Just like this great man for whom this city was named after, Quezon City nurtures a compelling drive to succeed, to reach the height of excellence and to give out its best for the benefit and interest of our nation.

I am confident that Quezon City will live up to its stature of a well-developed and prosperous metropolis.

On behalf of the Metro Manila Commission, I wish you the best as you pursue another 50 years of greater achievement, success and service to all. Again congratulations and happy anniversary!

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Greetings from:

LUIS T. SANTOS
Secretary
Department of Local Government

Warm greetings to the people of Quezon City who are celebrating the Golden Jubilee Anniversary of their premier city on October 12-24, 1989.

Quezon City has every reason to celebrate its Golden Jubilee Year. Fifty years is a long time but it did not actually take all of 50 years for city to build its modern skylines, comfortable homes for the masses, super sports complexes, shopping malls and other giant structures. All this was accomplished in the last 20 years, less time than a major city, such as Manila, took to achieve in 400 years.

Truly, by any standard, this is already a feat residents of this throbbing metropolis can thank the city planners for their foresight and far-out vision, believing that in time, Quezon City will become a kind of Parnassus to Filipinos. Perhaps, it is already. For no other city has achieved so much for so less.

Talk about economic, social and political growth, Quezon City is the prototype. In short, Quezon City is what a super city should be.

And with a new and dynamic leader in the person of youthful Mayor Brigido Simon, Jr., Quezon City may yet reach its peak.

Once more, in behalf of the Department and its staff, my sincerest best wishes for a most successful celebration.

Greetings from:

RENATO A. YAP
Representative
First District, Quezon City

It is with great pleasure that I greet the officials and people of Quezon City on the occasion of the 50th anniversary of its founding.

There are many things that people of this great city can be proud of since its founding on October 12, 1939. One specifically memorable event that Quezon City hosted was the EDSA Revolution which saw the dismantling of the marcos Dictatorshp in February 1986.

As we look back at this city's accomplisments that have made it the premier city of the country, we also look forward to better times ahead. It might not be amiss to say that the best of Quezon City has yet to come with the inspiration of the New Democracy under the leadership of President Aquino, the purposeful administration of the city's affairs by Mayor Brigido R. Simon, Jr., and the untiring coooperation of its business community, its civic leaders and its good citizens.

This is a big city with bright future and there are many things to be done for the benefit of its people as their contribution to national progress. As your representatives from the 1st district in Congress, I pledge unstinting support for projects that will help realize Quezon City's dream of a peaceful, progressive and modern community.

Greetings from:

ISMAEL A. MATHAY, JR.
Congressman

It has been said that "cathedrals were built for the glory of God, palaces for the splendor of kings, while cities today must be for the happiness of the man on the street." And today, October 12, 1989, as Quezon City marks its Golden Jubilee, we can truly say that, indeed, the man on the street – the populace of Quezon City – despite some minor inconveniences sometimes, finds happiness and comfort within its environs.

For this, I congratulate both the past and present leadership, for their foresight and sincere commitment; and the residents of Quezon City, for their indispensable cooperation. These two have combined to accelerate the economic growth of our city, while trying to keep in step with modernity within the constraints of limited government resources. Through the years, there have been varied and constantly changing needs of a truly dynamic city, and both sectors have admirably responded to their demands.

As a humble son of Quezon City, who has had the opportunity of serving in its local government in various capacities, and at present, as a congressional representative of its Fourth District, and my life has, by destiny, been interspersed with her history, it is almost irrelevant to say that I am proud of her achievements during her first 50 years.

But as a true son, I know it is not enough to say these, without adding a further commitment to work with its local government in tackling new issues, if not problems, of equitable land distribution, adequate housing for all, peace and order, public services, particularly, transportation, as Quezon City enters its second half century. This I vow to do.

On this day, therefore, I make a further commitment to continue serving Quezon City, supporting and cooperating with those who hold the reins of government, for the welfare and happiness of the man on the street – the residents of Quezon City.

Greetings from:

VICENTE C. SOTTO III
Vice Mayor
Quezon City

On October 12, 1939, The national Assembly of the Philippines enacted Commonwealth Act Number 502 entitled "AN ACT TO CREATE QUEZON CITY."

The late president Manuel L. Quezon has said: "I dream of a capital city that, politically, shall be the seat of government, aesthetically, the showplace of the nation. . ." But fate has it that the man did not live long enough to see the emergence of a city "victorious from the trials and bitter strifes of distracted world".

Today, we celebrate the 50th Golden Anniversary of the premier City. We have hurdled obstacles and solved problems confronting the constituents. But we should not stop from here. The work must go on.

I appeal to all the residents of this city to pool their resources and strength and help improve the status of Quezon. Remain "courteous, brave, industrious, self-reliant and purposeful in thought, as well as in action" and not to be idle but be a vital cog in the governmental machinery.

Greetings from:

ROBERTO A. MIGUEL
President
Quezon City Association of Barangay Councils

I write for and in behalf of the Quezon City Association of Barangay Councils. There are 140 Barangays in Quezon City. The Barangay is the smallest political unit in the Philippines and its role in society cannot be overemphasized. It is a place and abode and livelihood; a fertile ground where political, social, economic, cultural and self-help seeds are sown. It is, likewise, a forum where people in the community crystallize their collective views; a government unit which plans and implements projects, programs and activities. It is also where the bayanihan first emanated.

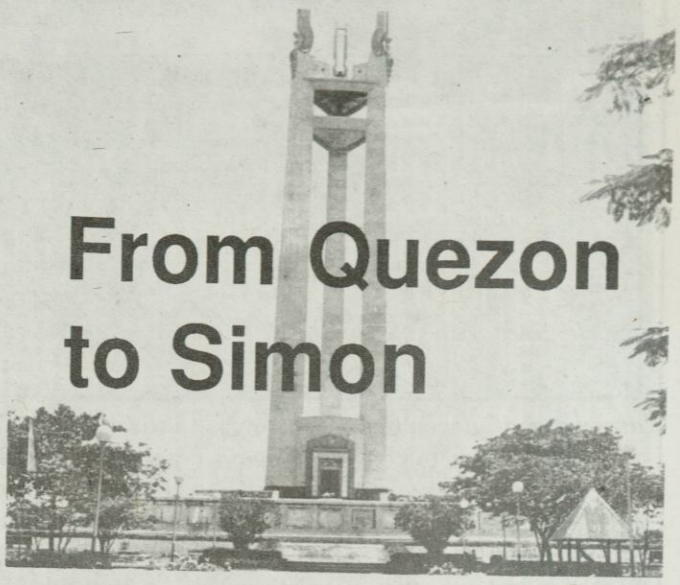
The Barangay today has undergone significant historical evolution since the pre-Spanish era. Like the Barangay, Quezon City also undergone significant historical evolution since 1939. Just recently, the Punong Barangay and Kagawads were elected by their constituents. Intrinsically, the 140 Barangays which forms part of Quezon City are involved and will always be involved in the continuing campaign to make Quezon City a better city: yes, not only today but in the endless time of tomorrow.

"Quezon City ito. Tulong-tulong tayo" shall be forever written in the hearts, minds and actions of every Barangay. We shall always serve. For, together, we do it better.

Quezon City, we salute you on your 50th Anniversary.

QUEZON CITY HISTORY

From Quezon to Simon



By TEODORO V. ANGEL

Nestling at the foot of the Sierra Madre mountains, about 10 kilometers east of Manila, lies Quezon City, with its sprawling land area of 15,359 hectares. It was once a virtual wasteland. Today, 50 years after it was declared a city, it has become one of the busiest, most progressive and most prosperous communities in the country.

The city has many national landmarks. One is the University of the Philippines, or the state university, one of the finest educational institutions in Asia and the world. It occupies 493 hectares in Diliman. Another is the Batasan Pambansa, seat of the lower legislature, an impressive building the architecture of which compares proudly with similar legislative edifices elsewhere in the world.

A third is the Quezon City Hall itself, an imposing structure 18 floors high and with an exquisite landscape of mini-waterfalls, fountains and grassy lawns. In 1971, its top two floors was where convention delegates debated, voted and signed into law the 1973 Constitution.

Two of the major military camps of the country – Camp Aguinaldo, headquarters of the Armed Forces of the Philippines, and Camp Crame, headquarters of the Philippine Constabulary – are located in Quezon City.

And there is EDSA, or Epifanio de los Santos Avenue, the most traveled road in the nation, slicing through almost the entire breadth of the city.

Actually, EDSA had existed long before the blueprint for what was to be Quezon City was even drawn. The circumferential road, which bypassed Manila and was meant to lighten traffic in the metropolis, had been cut out through a virtual jungle of tall cogon grass, broad trees and thick shrubbery.

President Quezon had envisioned EDSA as a national highway to rival the best roads in the United States and Europe. He named it "Junio 19," in honor of the birthday of Jose P. Rizal, the national hero.

The Americans later changed its name to "Highway 54." Years afterwards, the national government gave it its present name.

Quezon City was originally intended to become the nerve center of the national government, and in fact, many major government offices have built their permanent offices in the city.

Among them are the Departments of Agriculture, National Defense, Natural Resources and Agrarian Reform, as well as the Bureau of Internal Revenue, Commission on Audit, National Power Corporation, Philippine Coconut Authority and the Central Bank Security Printing Plant.

Indeed, from the very moment of its inception, Quezon City was designed to be the seat of the national government, the "premier city", the "showcase of the nation." Quezon City, in fact, is the former capital of the Philippines.

And this is how it all began.

Early one day in July 1939, President Quezon took a stroll in the Diliman area with a few of his key officials. Standing on a grassy hill, not far from where Sampaloc Avenue is now, he scanned the northeastern sweep of Kamuning. Awed by the view, he exclaimed: "This is where I would like to build a real Filipino metropolis."

He pointed to a spot that is now Constitution Hill, south of the Novaliches watershed, overlooking what is now La Mesa Dam. He stared at three plateaus in the area, each one about 300 feet above sea level, all three commanding breathtaking views of the surrounding scenery.

To the east was San Mateo Hills, to the west was Manila, and to the north was a verdant chain of hills pointing towards Ipo, where a waterworks system stands today.

Wasting no time, Quezon immediately took steps to carry out his ambitious plan. He initiated negotiations between Don Alejandro Roces, his close friend and adviser, and the government for the acquisition of 1,572 hectares from the Diliman estate, at a price of 5 centavos per sq. meter. Most of the land was bought from the Tuazon family.

The property was ordered subdivided into small lots by Quezon. The low-cost houses were built on each lot, and offered for sale. These were eventually sold to the tenants at prices they could easily afford.

The project was a success and it



Cubao 42 years ago

encouraged Quezon to push through with his dream to convert Quezon City into the "premier city" of the country. He wanted a city patterned after Washington D.C. in the United States, as he intended it to become the "seat of the national government."

Quezon's dream is seen in a speech he gave before some of his officials on February 26, 1940. He said:

"I called this meeting to discuss development plans for Quezon City and the People's Homesite Corporation. In my opinion, Quezon City should be made the capital city of the Philippines. It is now a settled matter that the Capitol Building shall be erected in Quezon City and I am seriously considering recommending the construction of the Executive Mansion and the executive offices, as well, in Quezon City. The city government should, therefore, now plan the development of Quezon City as the future capital of the Philippines."

Quezon's lofty plan, however, was aborted when World War II reached Philippine shores. The Japanese invaded the country, and for three years, arrogant and abusive Japanese soldiers held the country under their boot.

Consequently, the Capitol Building which Quezon wanted built never materialized, the Executive Offices never left Manila, and Quezon City did not become the capital city it was intended to be until much later.

Quezon was himself the first mayor of the city, holding office from October 20 to November 4 of that year, 1939. The city itself was named after him, in the same way that Washington, D.C., the capital city of the United States, is named after its first president, George Washington.

Quezon, however, at first objected to having the city named after him. The original bill, authored by Assemblyman Ramon P. Mitra (2nd district, Mountain Province), actually proposed naming the new city as ""Balintawak."

Narciso Ramos of Pangasinan, however, filed an amendment seeking to change the city's name to Quezon City. When asked to comment, Quezon said: "Why, can't you wait until I'm dead before you name anything after me?"

Just the same, the name Quezon was affixed to the bill, and on Sept. 28, 1939, the National Assembly approved Bill 1306 establishing the new city and naming it after Quezon.

When the bill was sent to Quezon for his approval, he again questioned the city's name, but members of the National Assembly urged him to consent to it. In the end, he agreed.

Quezon's "dream city" began to take shape on October 12, 1939 when the National Assembly enacted the Quezon Charter. The city initially covered nearby areas which today are called Cubao, San Francisco del Monte and Diliman, which at the time already included the sprawling campus of the University of the Philippines.

When Quezon died on August 4, 1945, the development of the new city passed to the hands of President Manuel Roxas, the first president of the Republic of the Philippines.

Under Administrative Order 5 issued on July 28, 1946, Roxas set up a Capital Site Committee which he assigned to select the most suitable site for a national capital. Sixteen sites were considered by the committee but its final choice was Quezon City. At the time, the new city already included the wild hills and plains of Novaliches.

When Roxas died in April 1948, his vice president, Elpidio Quirino, succeeded him. On July 17, 1948, Quirino signed into law Republic Act 333, which made Quezon City the official capital of the country — and permanent seat of the national government.

Its inauguration on October 22, 1949 was marked by the laying of a cornerstone for a capitol building at Constitution Hill.

On June 4, 1976, however, then President Marcos issued a decree (PD 940) stripping Quezon City of its title and transferring the seat of government back to Manila.

Quezon City's colorful history can best be gleaned through a quick review of the accomplishments of its mayors.

Commonwealth Act 502, which established the new city, provided that all city officials were to be appointed by the President. At the start, Quezon himself assumed the functions of mayor and designated then Public Works Director Vicente Fragrante as vice mayor. The other members of the first city council were Dr. Eusebio Aguilar, then director of health (he also held the concurrent post of city health officer); Jose Paez, and Don Alejandro Roces.

Quezon also named Tomas Morato, one of his closest friends, as the first chief of police of the city. Soon after, on Nov. 4, 1939, Quezon appointed him as mayor of the city.

Morato was mayor from Nov. 5, 1939 until the outbreak of the world war in December 1942. During his term, and despite scarce resources,

Morato initiated the construction of a network of roads and bridges in the city.

Although he had a limited police force of only 48, he was able to contain criminality. Among others, he ordered the closure of cockpits and cabarets in the new city.

In April 1945, two months after the liberation of Manila, Oscar Castelo, was named acting asst. mayor of Quezon City. On Oct. 1, 1945, Castelo was replaced by Capt. Sabino de Leon, a former governor of Bataan and who was chief of police of the city at the outbreak of the war.

On Jan. 1, 1945, the city government was transferred from Quezon's house to South 9th Street. De Leon was succeeded by Ponciano Bernardo, who was vice mayor and city engineer under Morato.

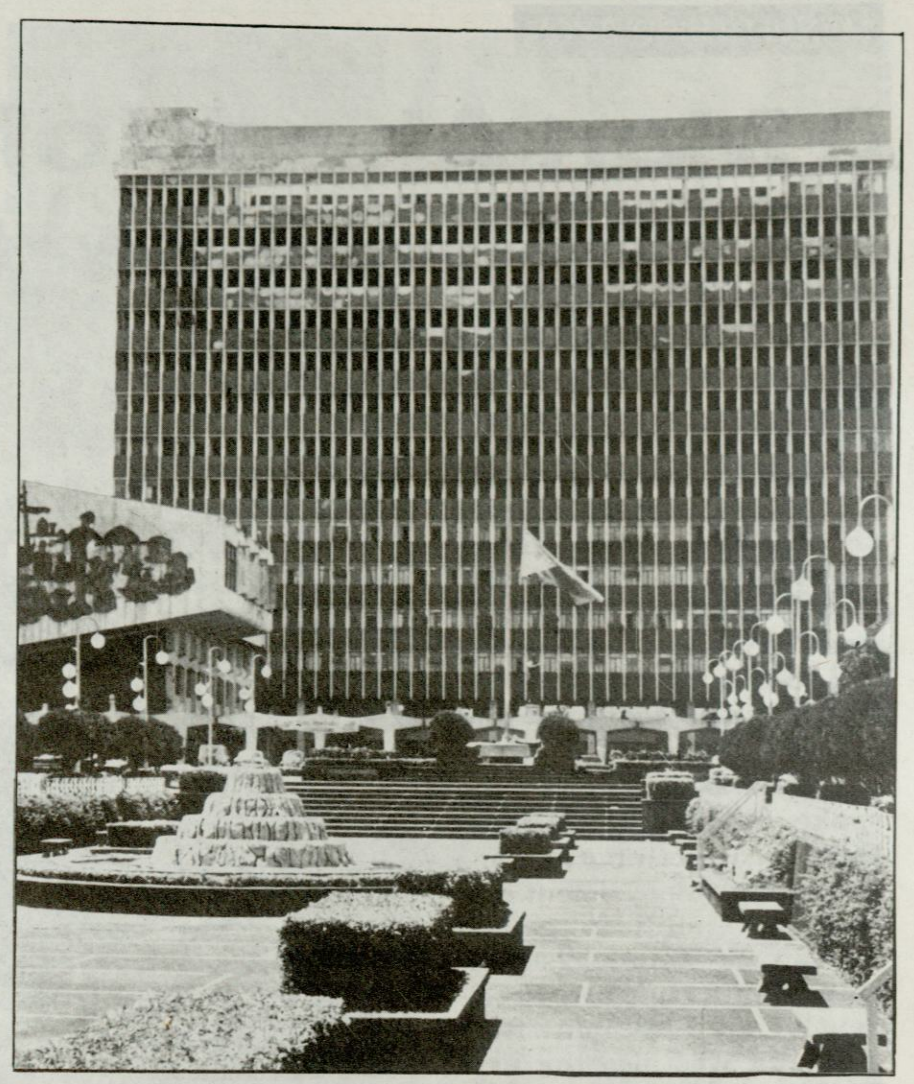
Bernardo was mayor from 1947 to 1949. A tireless worker, he often made on-the-spot inspection tours of the city, sometimes using only a bicycle. It was during his term that Republic Act 333, which made Quezon City national capital and permanent seat of the government, was signed into law by President Quirino.

Among Bernardo's pet projects were the construction of the first city hall, Bernardo Park and the establishment of public libraries, the first of which was the Quezon City Public Library, on August 16, 1948.

Bernardo, however, was killed on April 29, 1949 in the ambush of Dona Aurora Quezon and her group in Bongabong, Nueva Ecija. Nicanor Roxas, then undersecretary of the interior, was named in his place by President Quirino.

Roxas served until Jan. 6, 1950, or for eight months. It was during Roxas' term that Quezon City was inaugurated as the national capital. This was on Oct. 22, 1949. The cornerstone of the capitol building was laid at Constitution Hill.

On Jan. 7, 1950, Ignacio Santos Diaz succeeded Roxas as mayor. During Diaz's term, the city charter was revised for the first time, through Republic Act 537, which was signed into law by President Quirino on June 16, 1950. The act increased the city councilors from three to eight and raised the salaries of city officials.



Diaz was known as the "builder." During his term, he built 29 public schoolbuildings. He stressed such public services as education and health care.

In the national election of 1953, the Nacionalista Party came into power, with the election of Ramon Magsaysay as president. On Jan. 11, 1954, Magsaysay appointed Norberto S. Amoranto as acting city mayor. On Feb. 4, 1954, his appointment was made permanent and Isidro Guevara was named vice mayor.

Amoranto held the office for 22 years – the longest among all the mayors. An accountant and taxation expert, he initiated the codification of all city ordinances on taxes and revenues. He also built schoolbuildings, health centers, public markets, park and playgrounds, libraries, roads and bridges.

He also built the 14-storey city hall, one of the city landmarks today. On March 30, 1976, he resigned as mayor.

On March 31, 1976, Adelina Rodriguez took over as mayor, the only woman yet to hold the post. During her term, she concentrated on social welfare work, civic projects and community beautification activities.

On April 20, 1986, Brigido R. Simon, Jr. took over as officer-in-charge of the city. In January 1988, he won for mayor in the local elections. He is the incumbent today.

MANUEL LUIS QUEZON

A Man Ahead of His Time

By JOSE N. DE LEON III

He was the most colorful politician the Philippines ever produced. He was handsome, dashing and had a charming personality. A dapper dresser and a master tango dancer, he had the poise and posture of a high personage. He was fiery and temperamental; a mentor to his followers. He was also kind and compassionate.

He was a mestizo who spoke Spanish beautifully English correctly but at home in Tagalog an excellent orator, a political genius and an outstanding statesman. He was the first President of the Philippine Senate and was also the first President of the Philippine Commonwealth. Above all he was a leader and a patriot.

I was barely five years old in 1939 when I saw President Manuel Luis Quezon with General Douglas MacArthur in the wake of my grandfather (Jose Leoncio de Leon) in Bacolor, Pampanga. At that tender age I could see the imposing gait and poise of this great Filipino leader. He was shorter than the handsome McArthur but looked 10 feet tall.

Manuel Luis Quezon was born on Aug. 19, 1878 in a "dreamy little town bathed in the glow of the morning sun" called Baler in the province of Tayabas (now Quezon). His parents were Lucio Quezon and Maria Dolores Molina, who were schoolteachers. Quezon's early schooling was done in Baler.



At the age 11, his father brought him to the Colegio de San Juan de Letran in Manila, where young Manuel continued his studies until he finished the degree of Bachelor of Arts in 1894 with the highest honors. He decided to continue his studies by pursuing a legal degree at the University of Santo Tomas, where he finished in 1903.

In the bar exam, he placed fourth among all the examinees. His schoolmates at the UST were Sergio Osmeña, Vicente Madrigal and Vicente Singson Ercarnacion.

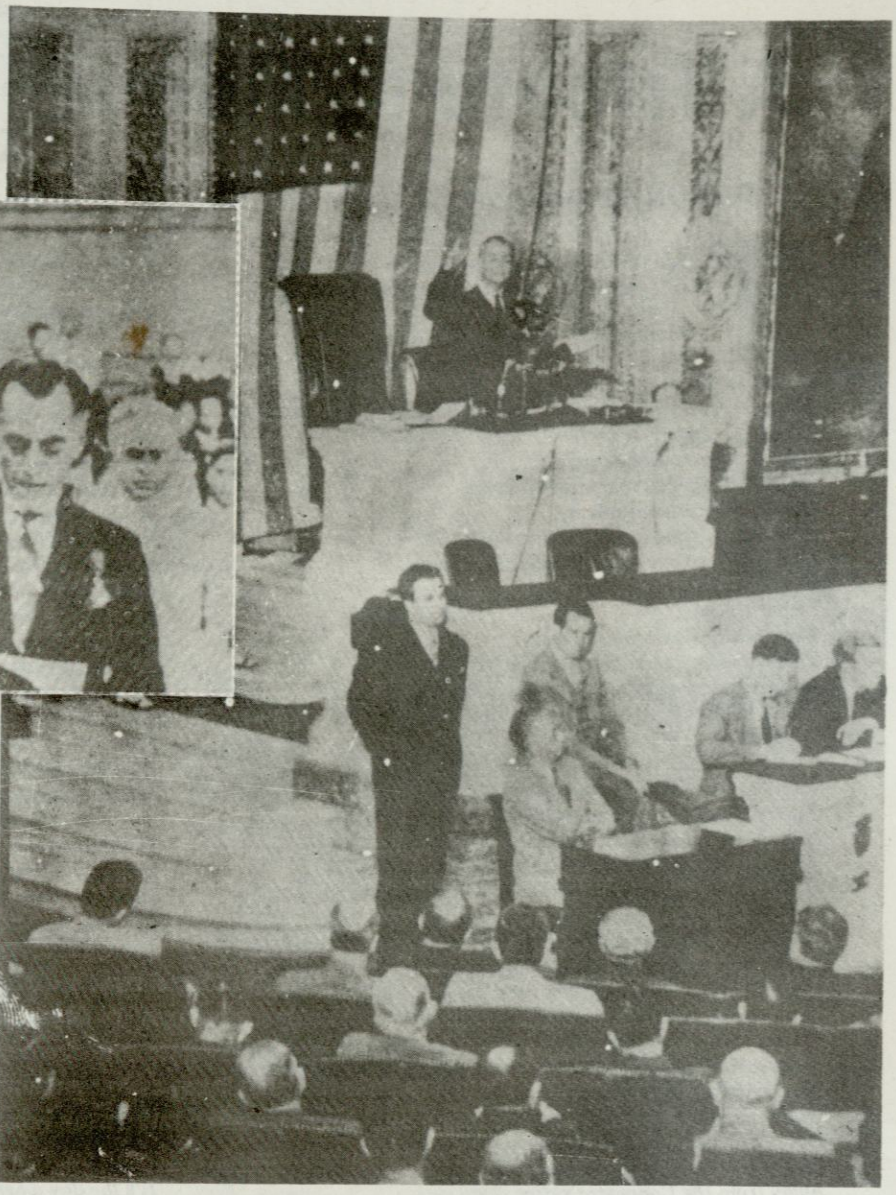
Osmeña would prove to be his lifelong friend and political rival. Madrigal, also a close friend, would become a business tycoon while Singson Encarnacion would become a political stalwart in Ilocos Sur.

Quezon also participated in the Philippine Revolution as an officer of the Katipunan. Because of his bravery, he was promoted from 2nd Lieutenant to Captain and then Major.

After his studies, he worked briefly for the Monte de Piedad and Savings Bank. For a short while, he practised law in the law firm of Don Francisco Ortigas but had to leave when he was appointed fiscal of Mindoro and Tayabas. In 1905 he was elcted Governor of Tayabas, and in 1907 he was elected the first Assemblyman of Tayabas to the First Philippine Assembly.

In 1909 he was appointed Resident Commissioner to Washington D.C. Among the leaders who helped in this task were Sergio Osmeña, Manuel A. Roxas, Benigno Aquino Sr., Ruperto Montinola, Emiliano Tria Tirona and Pedro Sabido.

THE LEADER IN ACTION







His accomplishment as Com missioner:

He obtained a Filipino majority in the Philippine Commission (the appointive higher lawmaking body ofthe Philippines until 1916 passage of the Jones law, which created the Philippine Senate (abolishing the Philippine Commission) and the Solemn pledge of independence for the people of the Philippines by the US Congress.

In 1916 he married his cousin, Aurora Aragon, in Hongkong. They had three children - Maria Aurora, Zenaida and Manuel Jr.

Quezon was the foremost political leader of the Philippines from 1917 to 1944. His main contribution to Philippine nationhood was his successful effort in obtaining Philippine independence from the United States.

He became Senate President in 1917 and President of the Commonwealth in 1935. His other achievement was in providing sound and honest leadership to the nation. His support in the governorship of Harrison saw much Filipinization in the government service. His fight against General Wood showed Quezon's stubborn leadership in insisting for Filipino autonomy. His political fights against Osmeña and Roxas showed his political acumen, since he always was victorious. He ably led the Senate during that legislative body's infant years.

Through his leadership wise laws for the country's national development were passed. As President of the Commonwealth, Quezon led a united Philippines toward progress and nation-building.

In World War II, when the Imperial Japanese Army occupied the Philippines, Quezon moved to Washington D.C. (via Corregidor and Australia) to head the Philippine government in exile. Unfortunately he was dead by the time US forces under MacArthur liberated the Philippines.

He also did not witness the independence of his country which was given on July 4, 1946. He passed away in Saranac Laka, New York on Aug. 1, 1944.

A Tribute to Manuel L. Quezon

BY RAMON AG. MEDINA

Today's August! And an august genius born,
Ah! Yes, one hundred eleven years ago
one silent morn,
In an obscure village of Tayabas,
No one knew that Malacanang Palace,
Would be the goal of a one-time muchacho,
There, there in the convent of San Francisco,
No one predicted, Never!
That a presidential chair,
Would belong just to a mere teniente,
Of the Revolutionary Army,
And truly no one would predict the future,
And really no one could predict the nature,
Of every man,
Under the sun,
The destinies and fates of men,
Their abilities, though dull, though keen,
And the rewards to them and their fame,
Only the Event can foretell the name.

Today's August! And an august man we hail,
That man who for his country didn't fail,
To offer everything and his health he almost ruin',
For innumerable years what he'd been doin',
All he'd been toiling, fighting, dreaming,
In the years of struggle, trouble, task and striving,
The era dedicated to self-sacrifice and toil;
Was but to build and shield, to mold; and ruled his own soil;
Ah! He was the leader who led his men,
Yes, his people, his very own race, his kin,
To the dark and thorny path of nation-building,
That due to his presence that became a shining,
Boulevard where noble heroes, rabid independists and patriots,
Were passing and going forth and stirring people in riots,
Outbreaks that started the way to Freedom's home,
But a way darkened by confusion and gloom;
But he led onward his men,
Away from the Conqueror's din.

Today's August! And an august here we rem'ember,
Hero in war and patriot in peace to us so dear,
Ah! Yes, the man whom we could boast,
As the one who planted the post,
Who greatly helped build the structures of our present
government,
While behind his hands: his fellowmen's patriotic sentiment,
Ah! Yes, the man whom we could proclaim,
As one who amidst serious pol't'cal game,
Insisted that People's good's above Politicians' welfare,
The Constitution's authority's above Party's power;
One who believed more of government, less of pol'tics,
The less political torment, if less parties' tricks,
Ah! Yes, the man whom we could apprize,
Without exaggeration or disguise,
As the great disciple of nation'lism,
As the bold preacher of patriotism,
Great as a free'm'son yet greater as Catholic,
With character sterling yet so dynamic,
Staunchest lover of autonomy and democracy,
Most terrible enemy of anarchy.

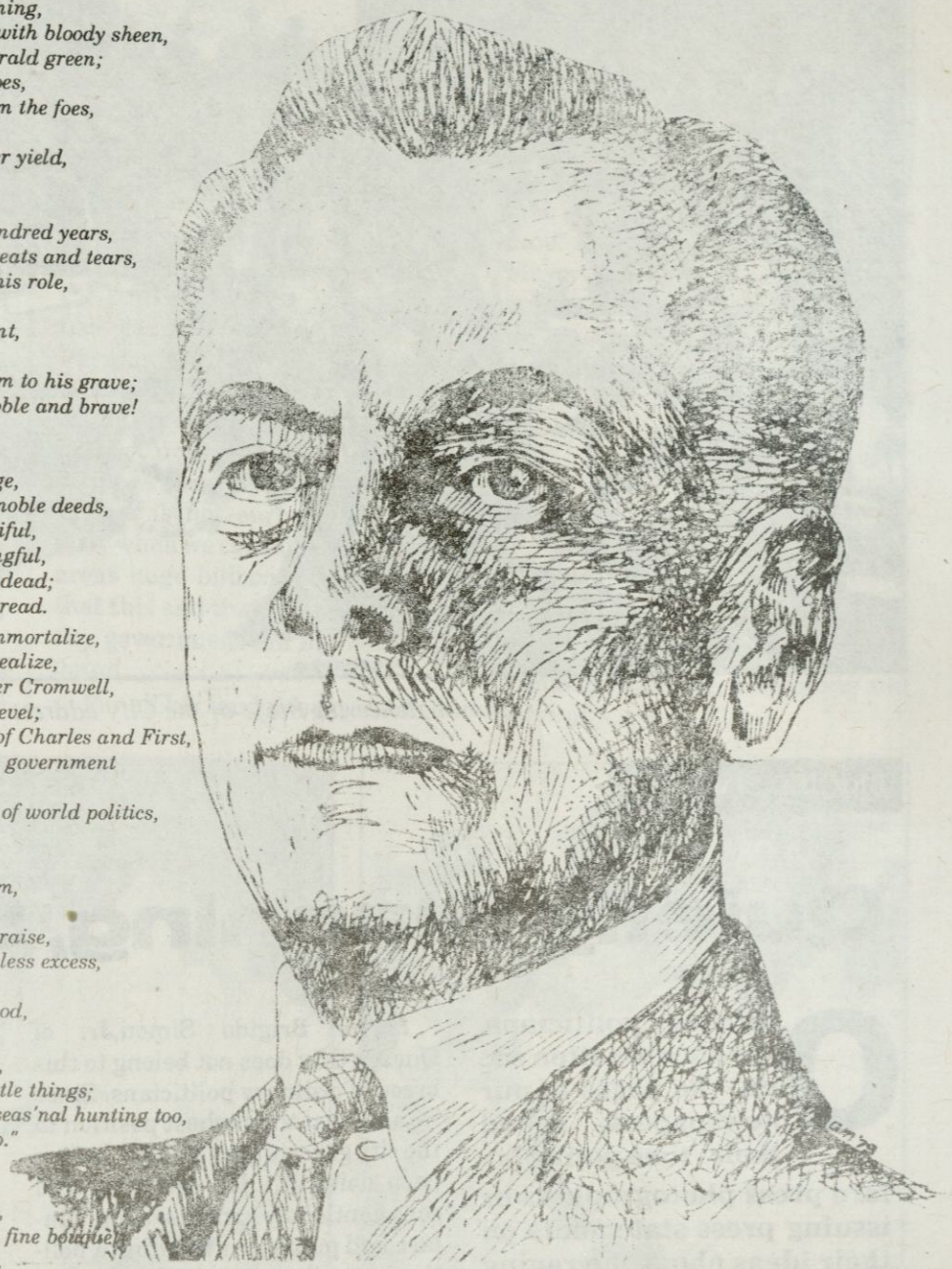
Today's August! And an august patriot we honor,
What's the cause of all our cel'bration and marry uproar?
The motive of our joyous nationwide programs?
The music, the eulogies, the beating of drums?
Is it some magnificent and majestic notion?
Conceived in cel'brating the foundation of our nation?
It is not the Fourth of July, No!
That, we always would not fail to know,
We should not have the ideas of trouble and struggle,
For it's not the anniversary of a battle,
We should not think of many a thing,
For it's not the crowning of a king.
It's not the Proletarians' Labor Day,
For today is surely not the First of May,
But it's the day when the whole nation,
By some outward manifestation,
Commemorates the birthday of a son,
Commemorates the birthday of a man,
When once again the Motherland,
Feels the achievement noble and grand,
Of a patriot who after b'ing a hero in epic sagas before,
Silently laid down to rest beyond grave's silent
mystic chamber door.
It's the day when the Fatherland,
Amidst its thronging and joyful band,
Realizes and praises the great and noble deeds,
Of one who cultivated Freedom's seeds;
It's the day when from one end of the Republic,
To other millions of cit'zens both strong and weak,
Paying honest tribute and homage sincere,
Rendering undying gratitude debonair,
To one who fought against and for the brilliant
Stars and Stripes,

Though freely expressing his nationalistic gripes,
To one who challenged the red Nipponese Sun,
Surely, surely, truly Quezon was that man;
It's the day when we teach ourselves and children,
Basic life of one so distinct from other man,
The brilliant history of one who impaired his health,
In tirelessly toiling for the Commonwealth;
The thrilling biography of a man who put full emphasis,
To the magnificent principle of equal social justice,
It's the proper moment when we tell,
Many an anecdote and many a tale,
It's the proper hour for us to write and send,
Many an interesting and heroic legend:
The former mess-boy bold and self-reliant,
The Revolution's second lieutenant,
The former young intellectual,
The one-time Mindoro fiscal,
The law student in Santo Tomas,
The fine governor of Tayabas;
From Resident Commissioner to President of the Senate;
The first President of the Commonwealth:
President brave and great;
Ah, for us there are many a reason,
To celebrate the birthday of Quezon,
Today's Quezon's birthday anywhere,
Hence, let's praise him; let's rejoice and cheer.

Today's August! And an august here we praise,
Let hymns, poems, songs and orations stir the breeze,
Let's rejoice, it's the birthday of Liberty's disciple,
Let's rejoice, it's the birthday of Dem'cracy's apostle,
He's the hero we adorn,
The patriot who was born,
Five scores and eleven years ago,
We would never forget and fail to know,
The man we now greet and hail,
Among first to blaze the trail,
The path that led to a new beginning,
The era that we'd been hoping and dreaming,
Hope and dream that in History's pages with bloody sheen,
Recorded and painted in scarlet and emerald green;
Yes, Quezon was one of those boldest heroes,
Who secured our rights and freedoms from the foes,
In noisy parley tables and battlefield,
Quezon proetcted our rights; Quezon never yield,
He shared the sentiments,
He realized those complaints,
In the cruel and bloody drama of four hundred years,
His native soil flooded with blood and sweats and tears,
Quezon didn't abandon us for he played his role,
From the Revolution to Bataan's Fall;
His years with tasks all crowded and spent,
Body frail and shoulders old and bent,
He contacted tuberculosis and that led him to his grave;
Oh! Self-sacrifice for Country's sake so noble and brave!
Oh! Great and Noble Spirit of Quezon,
Today we have many a reason,
To extend to you our gratitude and homage,
Oh, ebullient, brilliant "Star of Baler" of noble deeds,
Hear, o hear our hymns humble yet beautiful,
Hear, o hear our poems simple yet meaningful,
Oh, immortal soul of Quezon, you are not dead;
Oh! hear Oh! hear the eulogies to you we read.

Today's August! And august mortal we immortalize,
Yesterday and today and forever will we realize,
That if England's Commonwealth had her Cromwell,
Philippines had her Quezon on the same level;
But if Cromwell caused the decapitation of Charles and First,
Brave Quezon slew and evils against good government
both bad and worst,
If mighty titans had climbed to the zenith of world politics,
We'll never know how many were they,
whether forty or sixty-six,
But sure Politician Quezon was one of them,
Surely his politics led him to fame.
Still would be fair for us to eulogize and praise,
No man with so great pow'r committed so less excess,
A man so handsome and truly good,
Such man challenged Gov'nor-Gen'ral Wood,

By spearheading peacefully yet so fiercely,
The cabinet crisis of Nineteen Twent'-three,
Such man's Quezon: famous for big and little things;
The man who strictly observed the law on seas'nal hunting too,
He believed: "Salus populi suprema lex esto."
Your tomb is clad with the colors,
Your grave is sweet with the odors,
Fresh many a flower of brightest colors gay,
Ribboned wreaths and pretty garlands and fine bouquet,
Crowding people and thronging multitude,
Full many a heart of warmest gratitude,
Ever-expressive, ever-thankful lips before your tomb,
Solemnly and earnestly grateful people roam;
Spirit of Past Heroes! Immortal souls of Noble Men!
Take and guide Quezon! Take and guide him to High-heaven!
No, don't just linger in the spacious Hall of Fame,
Be it Rizal, Bonifacio, Burgos, Sol'man your name,
Go, Spirit of Quezon go! Find your place the final,
Go Quezon! Proceed and cling to Glory's pinions,
In Heaven's Paradise join your companions.





Simon delivering State-of-the-City address

BRIGIDO SIMON JR.

Quietly Planning, Serving

Ordinary politicians, the ones we often see on the pages of our newspapers, spend their time posing before press photographers or issuing press statements on their ideas about the raging issues of the day. Their purpose, of course, is obvious: they want their names to be constantly remembered by their constituents, falsely believing that it's the surest way to get reelected.

Mayor Brigido Simon,Jr. of Quezon City does not belong to this breed of ordinary politicians. Since he assumed the highest position in the city government in 1986, he has been doing his job earnestly and conscientiously sans the usual fanfare and publicity attending a politico in similar situations.

Quiet and unassuming, Jun,as he is fondly called by friends, believes in the Bible teaching that "What the right hand does the left should not know."

Because he has carried such a philosophy all his life, he has often been misunderstood and underestimated. When he first ran in public office in 1984 for assemblyman of Quezon City, the voters hardly knew him although at that time he had already an impressive credentials.

He was the only casualty in an opposition ticket riding high on public esteem following the assassination of the popular Sen. Benigno S. Aquino, Jr.

It was also because of his habit of doing good without letting the people know about it that Simon failed to get the administration's blessing to be its official candidate for mayor of

Quezon City in the 1987 local elections despite the fact that he should enjoy the equity of the incumbent rule having been appointed to the position by President Aquino right after the EDSA revolution.

And even after his victory in the polls, he pursues the vision of the late President Manuel Luis Quezon for his beloved city without seeing to it that he gets public recognition for projects being or are about to be undertaken towards this direction.

Few of his constituents know, for instance, that he has drawn up a plan for Metro Quezon to be composed of Quezon City, Marikina, San Mateo, Antipolo and Montalban of Rizal and San Jose del Monte of Bulacan.

The plan, which will hasten the development of Quezon City and its neighboring towns as envisioned by President Quezon, has already been submitted to the Cabinet Action Committee for Implementation and Assistance (CACIA).

His thinking goes: "If there's now Metro Manila, why not a Metro Quezon?"

After all, Quezon City's 15,359 hectares is as large as the combined areas of Manila, Pasay, Caloocan, Valenzuela and Bulacan.



With other city mayors

Save for the direct beneficiaries, the housing projects Mayor Simon has launched in Manresa and Payatas estate, among other places, to upgrade the living conditions of squatters residing in these areas, has not drawn as much public acclaim as they should get.

This is not surprising particularly when we consider that in these areas huge billboards proclaiming that this and that is a project of the city government are nowhere to be found.

For all his laudable objectives in making Quezon City the "paradise land" that it was envisioned to be, Mayor Simon draws satisfaction in getting the work accomplished than in the accompanying press release announcing his achievement, if one is ever distributed to members of media.

The undisputed political leader of QuezonCity prefers to stay in the background that even his close aides hardly know about his wife and only child.

Quietly, he keeps on working, thinking, planning, developing and serving.

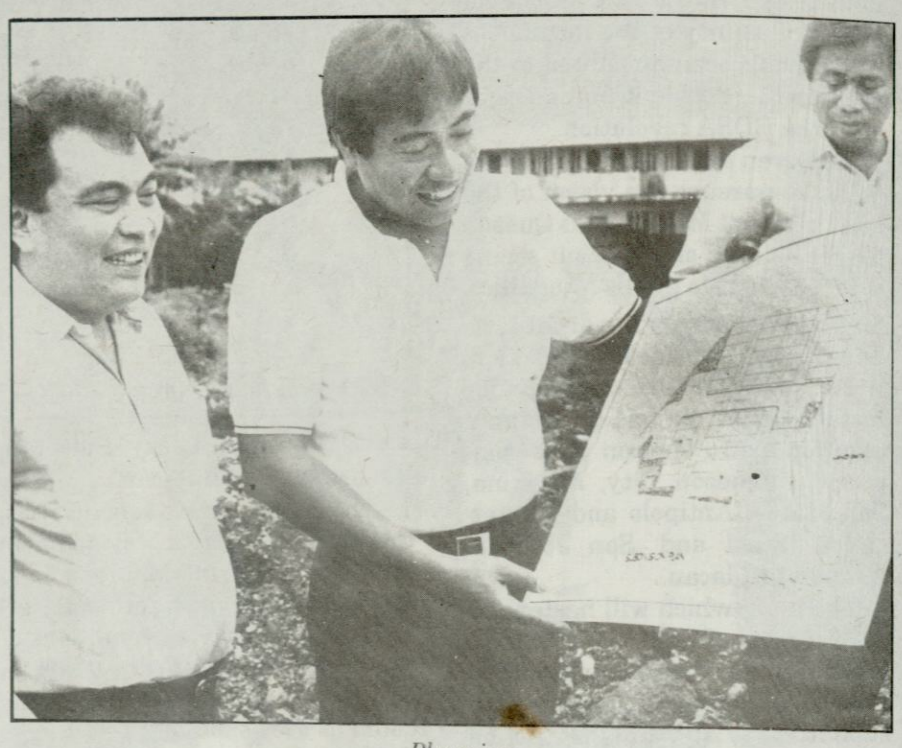


With foreign investors



With wife and only child

Home for the Homeless



Planning

By 1992, Mayor Brigido Simon, Jr. is optimistic that he will be able to lick the problem of housing which is getting worse not only in Quezon City but in other cities in Metro Manila, what with urban poor communities growing in size and number every year.

If plans do not miscarry, about 40,000 squatter families in Quezon City will have lots and houses they can truly call their own four years from now.

The QC government has launched what it calls a more responsive land management program for housing squatter families.

The first step in the housing program is Manresa, a 26,200-square-meter piece of prime land situated in Masambong district which is an urban-poor territory. In December 1986, fire razed 80 percent of the shanties of squatters who had proliferated the area.

Simon launched the Manresa Urban Development Program with the signing of a memorandum of agreement for a P20-million commitment line to be provided by the National Home Mortgage Corporation (NHMFC).

The memorandum was signed with the National Housing Authority, the Housing and Urban Development Coordinating Council, the Presidential Commission on the Urban Poor and other government institutions.

According to Simon, the Manresa project aims to upgrade the living condition of the inhabitants, develop the area into a sanitary and livable community and provide homes at nominal cost to homeless and underprivileged residents of Quezon City.

Despite its noble objectives, however, the project raised quizzical eyebrows of some Manresa residents when it was first broached out to them because it required the dismantling of their shanties and their temporary relocation to a nearby basketball court.



Surveying

A professional squatter who formerly owned a lot and house at Dagat-dagatan hired "imported" goons who started trouble by throwing stones, pillboxes, and darts at the demolition crew.

At the height of the melee, a police lieutenant, a member of the demolition crew was reportedly kidnapped by the squatters and had to be rescued by his comrades in an "all-out assault." The car of civil engineer Noli R. Rivera, a Volkswagen Beetle, was set on fire. One person died and several others were wounded on both sides.

The City Hall was accused of human rights violations, but a Senate committee which conducted a thorough investigation of the Manresa incident subsequently cleared the city government executives and saw the actual humanistic side of the project.

Eventually, the squatters themselves were convinced of the good intentions of City Hall officials. When they saw the housing units under construction, they voluntarily offered their shanties for demolition.

Last August 19, on the birth anniversary of President Manuel Luis Quezon, Mayor Simon turned over 400 housing units -- solid structures of hollow blocks and cement, comprising three out of four phases of the project -- to bonafide residents of Manresa.

It is expected that by the end of this year, the project will be completed with a total of 550 units.



Construction

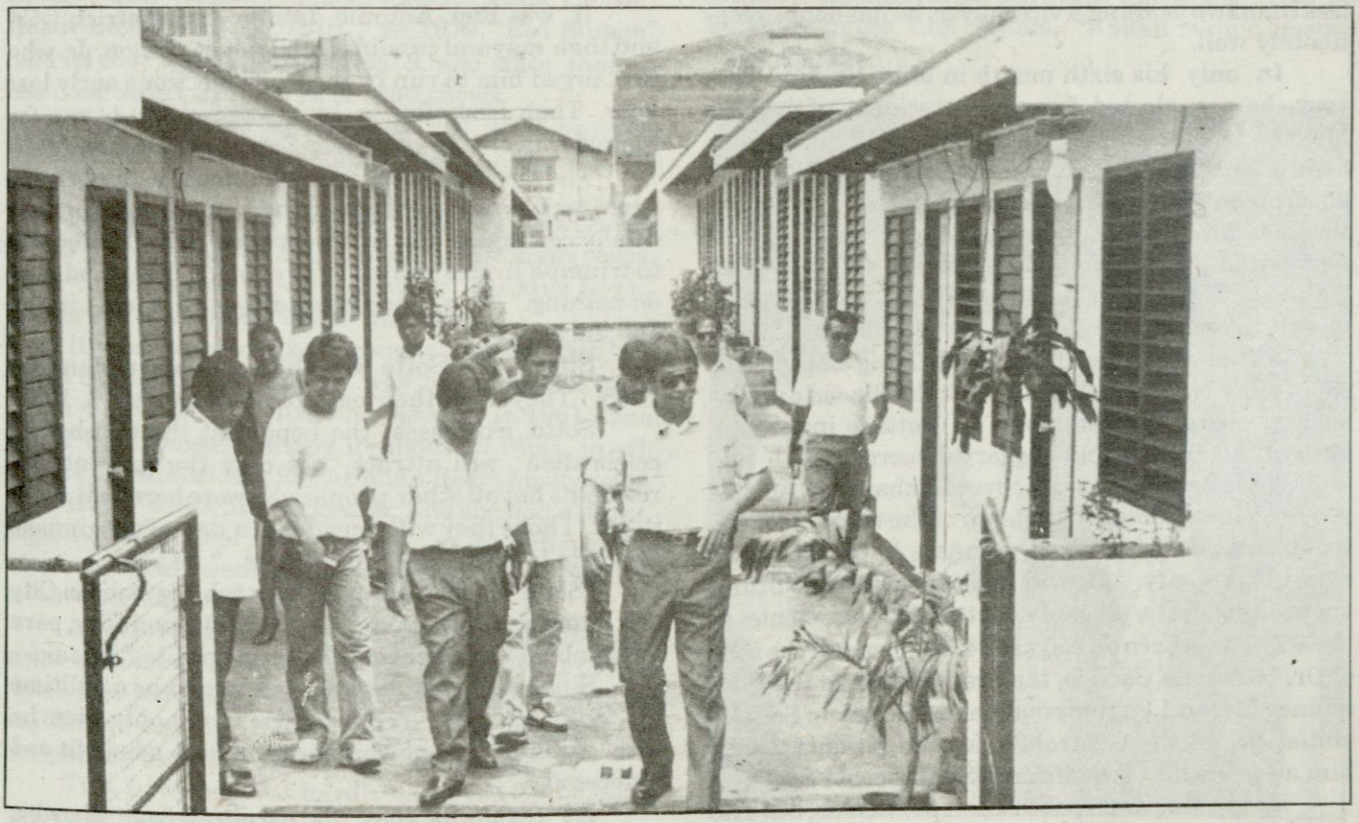
The units are being offered at very low monthly amortization of P200 for the first year; P300 for the second year; P400 for the third year; P500 for the fourth year; and P550 for the fifth until the twenty fifth year. Aside from Manresa, the QC government is also developing the Payatas estate comprising 4,000 hectares and bigger than Manila which has only about 3,000 hectares. Of the 4,000 hectares, 1,500 are in Quezon City and 2,500 in Montalban.

For this project, Simon even hired the Planning Resources Operation Services to map out the plans.

It is expected that 5,000 housing units will be completed in these two areas by the end of the year.

Simon also reveals plans for housing projects in Bahay Toro near the Quezon City hospital site, Fairview, Escopa and Novaliches.

With construction rate expected to accelerate at 1,200 units a month, he is hoping to complete 14,000 to 15,000 units by the end of next year.

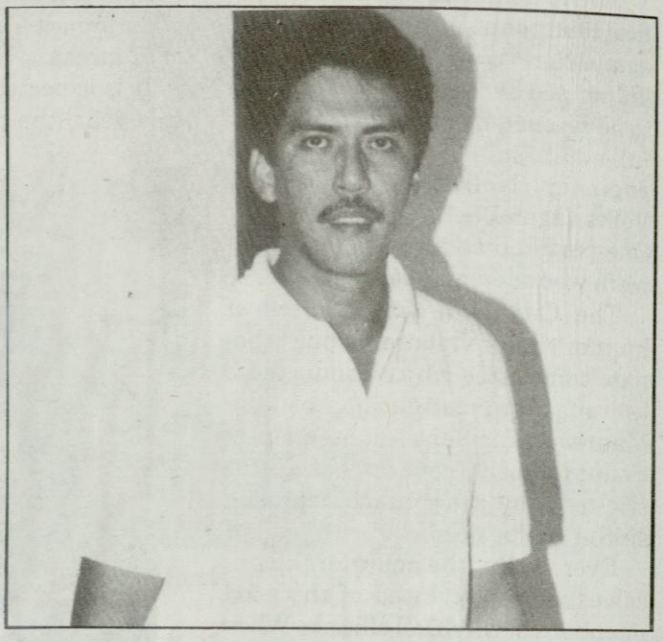


Completion

VICENTE SOTTO III

Wearing Many Hats Shining With Success

By RICCI F. BARRIOS



Vicente C. Sotto III is a man who wears many hats, and all of them shine bright with success.

Sotto, or Tito to his friends and fans, is a successful film star, with his movies consistently scoring as big box office hits. He is a top TV host, with "Eat Bulaga," a noontime variety show he co-hosts with his brother Vic and close friend Joey de Leon, having dominated ratings for the past many years.

And he has a good singing voice (a cool baritone), and his talents as a comedian (either as an individual performer or in team-up with Vic and Joey) never fail to send his movie and TV fans into fits of laughter.

His newest hat, of course, is that of vice mayor of Quezon City. This is his first time to hold public office, and for a neophyte, Sotto is not doing badly. In fact, in less than two years as a vice mayor, he has done exceptionally well.

In only his sixth month in office, in July last year, he was elected founding president of the Vice Mayors League of the Philippines. And his work as head of the Anti-Drug Abuse Council of the city, a non-government group composed of volunteers, has caught the notice of the International Narcotics Enforcers Association, an organization backed by the United Nations. This November, in Florida, United States, it will give him an individual award for it.

As the vice mayor, Sotto is presiding officer of the 26-member city council, a variety of livelihood projects, such as barangay seminars on cottage industries, backyard gardens and piggery dispersal.

And he is, of course, overall chairman of this year's golden jubilee celebration of the city, set for October 12, a celebration that promises to be the biggest ever in the city. It will include parades, cultural shows, sportfests, a beauty contest and ceremonies.

Tito was born on August 24, 1948, one of the sons of Dr. Herminia Castelo, the first member of the Philippines Medical Commission, and Marcelino Sotto, a statistician of the Central Bank. His parents named him after his late grandfather, Sen. Vicente Sotto.

He grew up amid politics and politicians, but Tito never had any interest in becoming a political candidate. It was not for lack of offers, though. Among others, he was invited to be a candidate in the Batasan elections in 1984 and in the congressional elections in 1987, but he refused both times.

It was Rep. Antonio Aquino (2nd district, QC.) and then mayoral candidate Brigido R. Simon, Jr. who first urged him to run in the local elections early last year. Their first offer to him was for him to run for councilor in the 3rd district. Sotto politely declined.

They spent hours persuading him to agree to run. According to Tito, they had one argument that finally convinced him to accept their offer. "For evil to triumph in this world, it is enough that good men do nothing." This made him say yes to them, in the end, he said.

Simon and Sotto won that elections of January 1988. They took their oath of office on Feb. 2, 1988.

Sotto expresses the hope that the October 12 celebration will attract not only the present city residents but all other people who were born in the city itself. "I hope they will consider it a day of pilgrimage, for them to trace back their roots, " he said.

"Sana makaugalian ng mga tubong Quezon City ang lumuwas dito tuwing Araw ng Quezon City, para makisali sila sa selebrasyon at paggunita," he said.

Since he looks at being vice mayor as a fulltime job, Sotto squeezes in his showbiz work only when he can. To him, his showbiz career is both a benefit and a necessity.

He explains that his earnings from showbiz easily total as much as 20 times more his salary as a vice mayor, and it enables him to comfortably support



Presiding over the QC Council

his family. "My showbiz earnings also guarantee that I will not be tempted by graft," he said.

Besides, he notes, "I attend to my showbiz work only during my lunch break (for his noontime show, "Eat Bulaga")." The rest of the day, he is a busy vice mayor of the city.

Tito has been in showbiz for almost 16 years now. His first TV show was in 1973. This was "Okey Lang," which he co-hosted with brothers Val and Vic, Joey de Leon, Ricky Manalo and the Apo Hiking Society.

He was also in such other TV shows as "Disco rama," Sali Kami," "Buhay Pinoy, "Hapi House," "Iskul Bukol" and "TODAS." In 1979, "Eat Bulaga" held its first show over Channel 9, and since then, it has dominated all other noontime shows.

Tito's movie career began in 1981, when he acted the lead role in "Mr. One, Two, Three," a comedy. To date, he has acted in 40 films.

His comic team of "Tito, Vic and Joey" has proven to be a sure-fire box-office draw in the past many years. Their three biggest movie hits were "Working Boys," "Super 1,2,3" and "Fly Me to the Moon."

It was the movie that brought together Tito and Helen Gamboa, the girl who was to become his wife. Helen had won for Miss Photography in 1961, then joined the movies, starring in about 25 films in all, most of them musicals, for she had a deep, husky voice.

Helen was a film superstar, and she had a strict, eagled-eyed mother who acted as her chaperone wherever she went. Tito courted Helen, but the mother was against him from the start.

As Tito recalls it: "Not that she had anything personal against me, but she simply did not want to lose Helen just yet. Kaya lahat ng nagtangkang lumigaw kay Helen, nasira. Besides, sabi pa ng nanay niya, ako'y isang hamak na combo player lamang.

Tito, however, was hardly what you could call a "poor and pitiful" musician. At the time, he was a liberal arts graduate of Letran College, a board director of Araullo University in Cabanatuan City, a school owned by his family (he is now its consultant for sports and cultural affairs) and general manager of their family-farm-turned-into-a-subdivision in Nueva Ecija.

In any case, Tito never lost heart. He continued his courtship and in September 1969, his persistence paid off when Helen agreed to elope with him.

They got married, but after the wedding, Tito was to start another courtship, this time on his new-mother-in-law. His persistence again paid off for him. In two years, he became the undisputed favorite among all the nine sons-in-law of Mrs. Gamboa.

Tito and Helen have one of the happiest and most successful unions in the local showbiz world. What is their secret? "We have a happy marriage because our family is God-centered," Tito says.

"Like all other couples, Helen and I have our quarrels," he admits. "Pero, pag malapit ka sa Diyos, mas madaling magpatawad, mas madaling magtulungan."

"In addition, I have a very understanding wife in Helen," he said.

Helen won for Best Actress in the Metro Manila Filmfest of 1974, although after her wedding, she chose to become primarily a wife and mother, and an actress and singer only in her spare time. Among others, she loves to cook and bake.

For a short while, Tito and Helen appeared in "Hapi House," a family show on TV. This year, Helen played a deglamorized, but much applauded, role as a mother in the film drama, "Kailan mahuhugasan ang kasalanan."



With President Aquino

As wife of the vice mayor, Helen is active in civic work in the city. She was vice chairman of the QC Parks Development for a year. At present, she is vice president of the Youth Development Foundation, Inc.

The Sotto's 20-year marriage has been one of the few stable ones in showbiz. They have four children -- Romina (or Apples), 16, a junior in high school; Diorella (Lala), 12, who is in grade 6; Giancarlo, 10, a fourth grader at the Ateneo de Manila University, and Ciara Ana, 8, a third grader. The girls all study at Poveda.

They like to go out as a family for dinner, or a swim, whenever they get the time. On Sundays, they always go to mass together.

Sotto is a champion bowler. He won his first major title in 1976 in the San Juan Bowling Association Open masters division. His last victory was in the Saudi Arabia International Open in 1987, where he scored a perfect game, the first ever by a Filipino abroad.

Locally, he has won eight masters titles, as well as a number of singles, doubles and all-events championships. He has played on the national team seven times, including twice in the World Cup tournament.

Sotto has gone into golf, too. During these days, he's an early bird at the green, already swinging his clubs at 6 a.m., three times a week. From there, he goes to city hall, arriving at his office at 7:30 a.m., where he proceeds to work often late into the night.

He recalls that during the People Power Revolution, he was "in and out" of EDSA. "That's because I live in White Plains Subdivision," which was very near to EDSA, he explains.

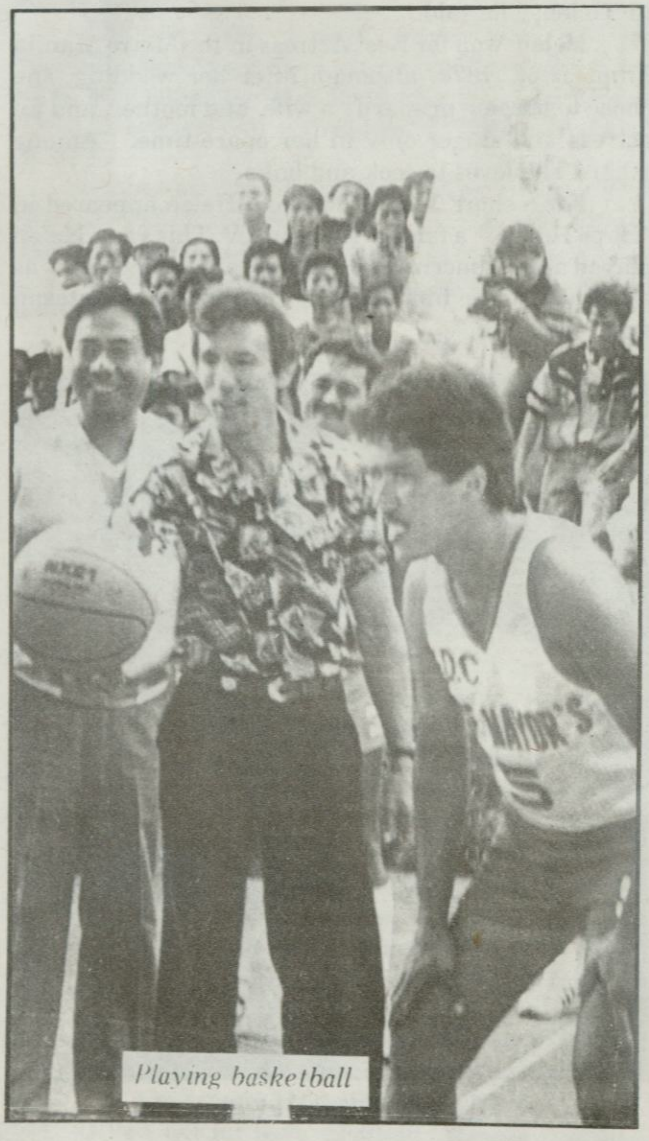
The spirit of the EDSA Revolution inspired him to compose the song, "Magkaisa." It is his favorite among his more than 40 compositions. In 1987, it won two awards -- the Catholic Mass Media Award for best inspirational song and the Catholic Radio Award for best musical composition.

It is said that actors and politicians woe the fickle public more as men engaged than as married for theirs is a contract that must be renewed every few years, and the public memory is a short one. Actors and politicians, in truth, are only as good as their last performance.

Sotto has been an achiever, a success in all the hats he has tried on for himself -- in showbiz (both TV and the movies)., in musical compositions and in sports. And certainly, his family life has been a success.

He now has a new hat on -- that of a politician. Will he be sucessful in this, too? He says he hopes to be the best vice mayor the city has ever had. Will he achieve this distinction for himself?

Whether Sotto does will, of course, be a judgment that can be made by anyone only at the end of this term. But even at his time, it can be said that he has set himself on the right track towards it. And given his persistence and talents, no one will be surprised to see him achieve it.



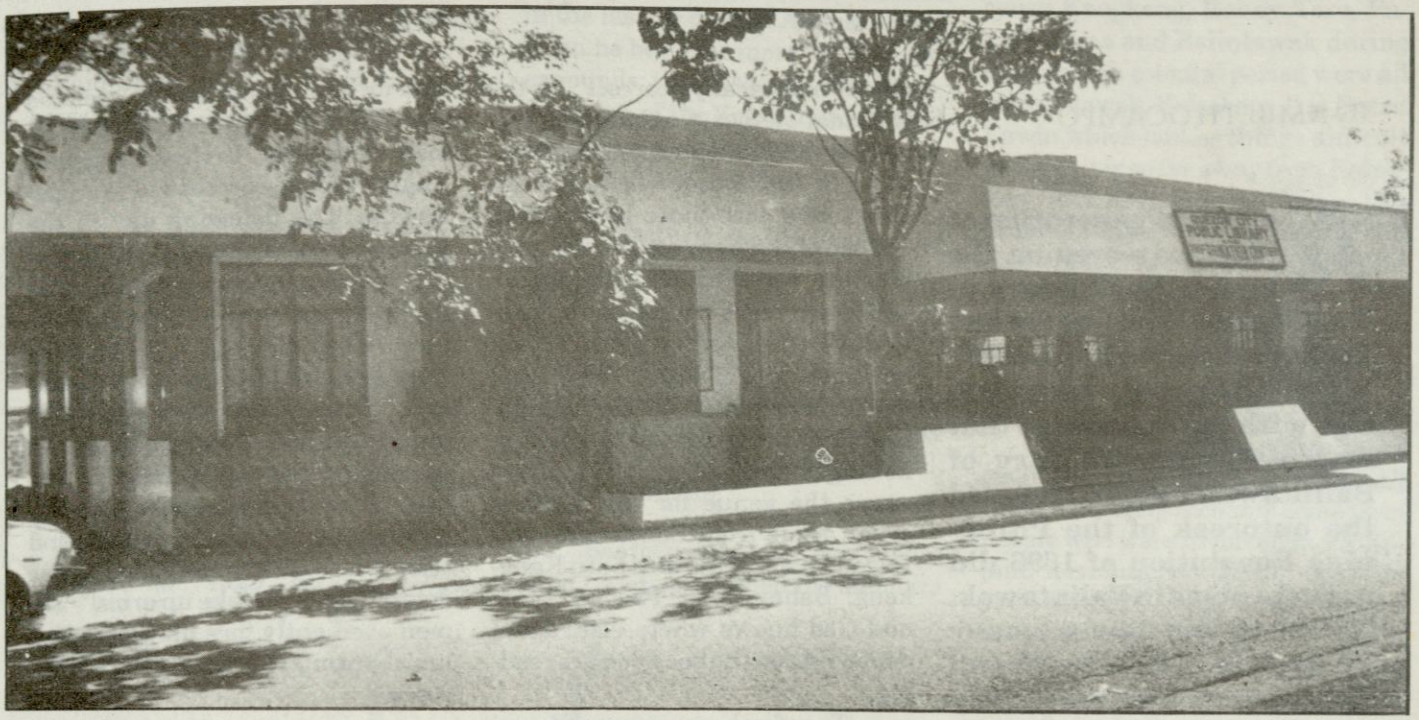
Playing basketball



Entertaining friends

QUEZON CITY PUBLIC LIBRARY

Biggest in Metro Manila and probably in RP



The Quezon City Public Library is the biggest city (or town) library in Metro Manila, and it is probably the biggest in the country, as well.

It has 12 branches, besides its main office at the back of the city hall, scattered all over the city. It has over 50,000 copies of books and other reading materials dealing on almost all subjects.

Its staff totals about 70 regular and casual employees. It has among others, an airconditioned conference room, its own bindery section and its own copier machine.

It is also easily one of the oldest city (or town) libraries in the country, having been inaugurated on August 16, 1948. It was first housed in a one-storey building, next to the Post Office at the back of the old city hall in Cubao.

It was set up as a joint venture of the National Library and the city government, during the terms of the late Mayor Ponciano Bernardo and the first city superintendent of libraries, Felicidad A. Peralta, with help from Julia B. Velasquez.

Special guests at its inauguration included Dona Aurora Quezon and Eulogio Rodriguez, Jr., then director of the Bureau of Public Libraries.

Its shelves were initially filled by a donation of 4,000 books from the National Library. It started with four employees. In the coming years, the library would continuously receive donations of books and other reading materials from city citizens

New branches were opened in the following years. In 1953, it opened its Project 3 branch. Soon after, then Mayor Norberto S. Amoranto approved the opening of eight more branches.

In 1957, the QC Library transferred to a bigger place at the second floor of the old city hall. In 1968, it moved to the Lions International Building at Bernardo Park.

It was Mayor Adelina S. Rodriguez, upon representations by then Superintendent of Libraries Pacencia J. Buendia, who worked to have the present building of the QC Library built at the back of the new city hall. This building was inaugurated on August 6, 1983.

In 1985, Relinda A. Feliciano became superintendent of libraries with the retirement of Buendia.

The 12 branches of the QC Library are in Balara, Cubao, Del Monte, Masagana, Novaliches (two branches), Project 3, Project 4, Project 7, Roxas, Krus na Ligas and Damayan.

The QC library today is headed by Blanquita L. del Barrio, the superintendent of libraries. Other officials are Corazon P. Fajardo, chief librarian; Rosario R. Vicente, supervising librarian; Carmelita I. Pereira, chief of the catalog section; Flor S. Ferry, chief of the law research unit, and Lorenzo V. Velasquez, chief binder.

Balintawak or Pugad Lawin?

By AMBETH OCAMPO

An entire generation of Filipinos reared on the best-selling History of the Filipino People by the late Teodoro A. Agoncillo and Milagros C. Guerrero leaves college with the knowledge that Andres Bonifacio's "Cry of Balintawak" which signaled the outbreak of the Philippine Revolution of 1896 did not take place in Balintawak, Kalookan but but so many kilometers away in Pugad Lawin near Balara. Many people, this writer included, take the printed word as gospel truth until a little research into the sources reveals that the so-called Cry of Pugad ng Lawin pushed as fact by Agoncillo is questionable and that the traditional Cry of Balintawak may be correct after all.

Last year National Artist Nick Joaquin challenged Agoncillo's account and called for the return of the original Cry of Balintawak, a move which did not sit well with many people, except those from Kalookan, because it would have meant not only rewriting history once more but also would have been akin to "desecrating the memory of the late great Agoncillo".

Most of the primary sources in this controversy are reminiscence of participants in the revolution written and or orally transmitted in the 1920s and 30's. Many of these accounts will not only challenge the Pugad Lawin story which was declared historically "correct" by the National Heroes Commission created by the President Diosdado Macapagal in 1963 but it will open Pandora's Box once more by bringing out one of the problems which have plagued present-day Philippine historians - it is not merely a question of Balintawak or Pugad Lawin but a question of dates. Depending on the history book you are reading, the "Cry" occured on 20, 23, 24, 25 or 26 August 1896. To make matters worse the venue for this historic event, aside from Balintawak and Pugad Lawid could also be in Kangkong, Bahay Toro, Pasong Tamo and God knows where else, again depending on the book you are reading.

To refresh our memory Agoncillo and Guererro wrote that:

"The news of the discovery of the Katipunan spread throughout Manila and suburbs. Bonifacio, informed of the discovery, secretly instructed his runners to summon all the leaders of the society to general assembly to be held on August 24 (1896). They were to meet at Balintawak to discuss the steps to be taken to meet the crisis. That same night of August 19, Bonifacio accompanied by his brother Procopio, Emilio Jacinto, Teodoro Plata, and Aguedo del Rosario, slipped through the cordon of Spanish sentries and reached Balintawak before midnight. Pio Valenzuela followed them the next day. On the 21st, Bonifacio changed the Katipunan code because the Spanish authorities had already deciphered it. In the afternoon of the same day, the rebels numbering about 500 left Balintawak for Kangkong, where Apolonio Samson, a Katipunero, gave them food and shelter. In the afternoon of August 22, they proceeded to Pugad Lawin. The following day in the yard of Juan A. Ramos, the son of Melchora Aquino who was later called the "Mother of the Katipunan", Bonifacio asked his men whether they were prepared to fight to the bitter end. Despite the objection of his brother-in-law, Teodoro Plata, all assembled agreed to fight to the last. "That being the case," Bonifacio said, "bring out your cedulas and tear them to pieces to symbolize our determination to take up arms!" The men obediently tore up their cedulas, shouting: "Long Live the Philippines!"

How does a questionable bit of history become fact?

The historical account

The National Heroes Commission, following Agoncillo's data moved the celebrations from the traditional 26 August at Balintawak to 23 August at Pugad Lawin. The principal source for Agoncillo's account was Dr. Pio Valenzuela a Katipunero close to Bonifacio, whose testimony in an interview with Agoncillo was bolstered by the publication of his memoirs after the war. This would have been a fait accompli if Valenzuela's memoirs matched the signaled testimony he gave Spanish interrogators in September 1896.

They don't. Wenceslao Retana published Valenzuela's account in Archivo del Bibliofilo Filipino in which he says the Cry of Balintawak was held in Balintawak on 26 August 1896. Then his memoirs published after the war he states that the "Cry" was actually held in

Pugad Lawin on 23 August 1896!

Aside from tradition the Balintawak story was matched by many accounts including that of Revolutionary General Guillermo Masangkay interviewed by the Sunday Tribune Magazine in 1932 (his date August) and a certain Lt. Olegario Diaz, also in Retana's Archivo, who said that the Cry of Balintawak occured on 24 August 1896.

Conflicting stories

In 1928 Andres Bonifacio's widow Gregoria de Jesus Nakpil wrote out a short autobiography entitled Mga Tala ng Aking Buhay in which she stated that the "Cry of Balintawak" actually took place on 25 August 1896 in Pasong Tamo (not in Makati but Kalookan)!

To muddle things further "Aling Oriang's second husband, Julio Nakpil, the revolutionary musician in 1925 swearing "before God and before History that everything related in these notes is the truth." Nakpil is very inconsistent to say the least. First he affirms that "The revolution started in Balintawak, within the jurisdiction of the present Province of Rizal in the last 10 days of August 1896." Then he becomes more specific and expounds that "Andres Bonifacio, Supremo of the Katipunan, uttered the first cry of war against tyranny on 24 August 1896."

Finally he changes again and declares that "The first cry of Balintawak was on 26 August 1896 in the place called Kangkong, adjacent to Pasong Tamo within the jurisdiction of Balintawak, Kalookan, then within the province of Manila." Were he alive, we could ask Mr. Nakpil, Which is which?

Santiago Alvarez, a Katipunero from Cavite, published his memoirs Ang Katipunan and Ang Paghihimagsik in the pre-war magazine Sampaguita and he says the "Cry" took place on 25 August 1896 in Bahay Toro, also in Kalookan.

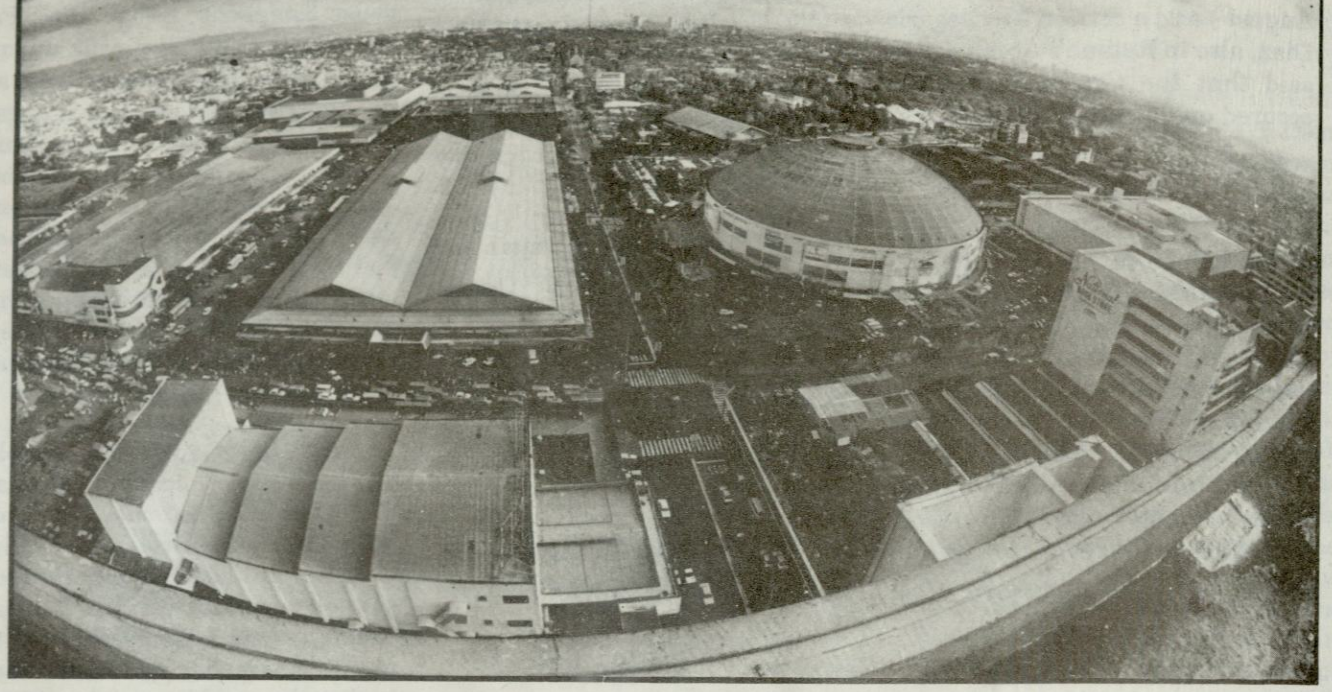
The place is not a problem because Kangkong, Bahay Toro, Pasong Tamo and Balintawak during the Spanish colonial period were all in Balintawak, Kalookan. It is Pugad Lawin which makes things difficult because it is so far away from Kalookan, it is near Balara. When you come to terms with the place, then you will have to settle the problem of the date or else we cannot put this in our textbooks nor create a question on Balintawak for a TV game show.

As they say,"too many cooks spoil the stew." In this case, all these conflicting accounts come from people who were involved in Philippine Revolution of 1896. How do you tell which is the "true" version when you are dealing with faulty memory or a big ego. All these testimonies could be considered "primary" if only they all said one and the same thing - Balintawak 26 August 1896 or Pugad Lawin 23 August 1896. Our historians cannot agree on a common date nor place, each one forcing his version of the event, buttressed by all the footnotes and bibliographies to support his assertion. What does the ordinary layman do? Demand that all the alternative versions be put as a footnote in our textbooks and school lectures? Woe to the poor student who is forced to memorize dates, names and places by an unimaginative teacher. Maybe we should just take tradition as true or take the decision of the National Historical Institute to determine an arbitrary date and place for our sanity. Perhaps it is simplest to toss a coin and say heads Balintawak tails Pugad Lawin. As with many areas of Philippine history, we rely on the eminence of the historian speaking or writing. Better question yet, how does a questionable bit of history become fact?



Bonifacio monument

The Bigger and Better
ARANETA CENTER



It's been said that if you stand on the same spot for five minutes in Araneta Center, the law of probability grants that you are bound to see somebody you know – an acquaintance, a neighbor, or a long lost friend.

Far from being a farfetched scenario, the fact that more than a million people patronize the Araneta Center at any given day lends this situation some truth. People from Quezon City, Marikina, Pasig, Rizal, San Juan, and other neighboring areas troop to the Araneta Center for practically everything they need.

Shopping? Viewing a movie? Eating out? Watching a concert? For almost thirty years now, there's no better place to go but the Araneta Center, the country's premier commercial district.

Looking back

Three decades ago, it was virtually unimaginable that the vast field of cogon grass which the Araneta Center once was, would slowly develop into a sprawling commercial and business junction.

The area's growth gained momentum after World War II, when a large number of families, uprooted from their original homes by the ravages of war, sought the promising serenity of Cubao. Henceforth, modernization of the district was intensified, because of the influx of more affluent residents into the area.

The late Don Amado Araneta, a prominent industrialist and businessman of exceptional vision, purchased a 33-ha. tract of land bounded by two intersecting major thoroughfares: Highway 54 now EDSA and Aurora Boulevard. Don Amado dreamed of transforming this place into a modern destination where Filipinos could go, have fun and enjoy the fruits of their labor.

The late Don J. Amado's dream is a successful reality called Araneta Center.

Bigger and better

The first historic landmark constructed by Don Amado, and regarded as the core of the entire Araneta Center, is the gigantic Araneta Coliseum, an architectural breakthrough at that time, and the world's biggest coliseum when it was inaugurated in 1960. In the same tradition of innovation, the Araneta Center is presently embarking on Phase IV of its expansion and modernization program with the Manhattan Towers, the first mixed-use residential/commercial structure in the Philippines on a grand scale. From the Araneta Coliseum to the Manhattan Towers, the commitment of Araneta Center to be bigger and better continues even stronger.

Unlimited shopping, dining, leisure and entertainment opportunities prosper in the Araneta Center, one good reason why it has endeared itself to the public.

Nowhere else but in the Center can you find the country's 14 biggest names in shopping clustered side by side. There's SM Shoemart,

Rustan's, Ali Mall, Manila C.O.D., Uniwide, Isetann, Plaza Fair, Rempson, Syvel's, Fairmart, National Bookstore Superbranch, Marikina Shoe Expo, Farmers Market and New Farmers Plaza. Complementing these super stores are over 2,000 medium-sized specialty shops strategically located throughout the Araneta Center. This spectrum of stores caters to all classes and tastes, giving shoppers the widest range of choices available in Metro Manila.

For the public's leisure and entertainment activities, there is the world-renowned Araneta Coliseum which has always presented world-class quality shows at prices within the reach of everybody. When it comes to first-run movies, the Center provides 24 de luxe cinemas – the biggest theater circuit among commercial complexes hereabouts. New Frontier Theater, the country's largest cinema with over 3,000 seats, proudly stands here. Children of all ages romp around Fiesta Carnival, their mini-Disneyland and source of wholesome thrills and adventures.

Satisfying everyman's gustatory preferences is an extensive array of first-class restaurants and fast-food centers. The internationally famous Seafood Market Restaurant operates its biggest branch at the Araneta Center. Trattoria Uno, the toast of Italian food connoisseurs, lends another dimension of elegance to Ali Mall where it is housed. Right at the Araneta Coliseum arcade is the highly popular Barrio Fiesta Restaurant, home of authentic and well-loved Filipino dishes. With hundreds of other food outlets specializing in almost all types of cuisine, Araneta Center offers the ultimate dining pleasure.

The lack of parking spaces has been a perennial problem for many commercial centers. At Araneta Center, the car-riding public doesn't have to race and pay for a parking space since management has made available over 5,000 free parking slots, specifically for customers. These carparks are guarded and lighted for maximum security.

As an acknowledgement of its coming-of-age as a major economic and tourism pillar of Quezon City, the Araneta Center has been officially declared by Mayor Brigido Simon, Jr. as a "Quezon City Tourist Zone." So far, it is the only commercial complex to have earned such prestige. From a mere wasteland of long ago, to an ultra-modern tourist zone today, the Araneta Center has indeed lived-up to Don Amado's dream and extraordinary vision.

A look to the future

An affirmation of its unwavering trust in the future, management has prepared a Master Plan which forms the blueprint for a re-developed, modern and skyhigh Araneta Center over the next two decades. The plan provides for a series of intensified vertical constructions for commercial and residential purposes, a five-star hotel, a light industrial complex, improved landscaping, enriched greenery, and elevated walkways linking buildings. When realized, the Center will truly be the foremost fully-integrated and comprehensive Central Business District of Metro Manila for the good and progress of every Filipino.

Araneta Center unveils Manhattan Towers project

Progressive Development Corporation (PDC), flagship company of the Araneta Group, announced recently the start of the construction of Manhattan Towers, a world-class mixed-use and self-contained residential/commercial building.

Soon-to-rise on the former site of Queen's Supermarket (at the back of New Frontier Theater), Manhattan Towers is considered the newest innovation in planned high-rise communities. This colossal structure comprises three residential towers above a 7-floor commercial mall.

PDC said Manhattan Towers is the company's most ambitious project so far. It is estimated to cost over P1.6-billion. PDC added that Manhattan is intended for the A-B market, and will be sold at affordable prices.

Manhattan Towers is part of Araneta Center's 20-year Master Plan (expansion and modernization program) which began with the construction of Ali Mall, Shoe Mart, Aurora Tower and New Farmers Plaza.

Above the podium is a vast, landscaped recreational-leisure deck complete with tennis courts, swimming pool, jogging track, gym center, and children's playground for the exclusive use of residents.

The 60,000-square-meter 7-storey commercial component houses department stores, variety shops, supermarket, theaters, restaurants and in-house parking, and more!

Manhattan's residential towers offer elegant 2-or-3-bedroom apartment units with 24-hour security.

Since Manhattan Towers integrates condominium living with commercial facilities, prospective residents are given the utmost luxury of doing their shopping, dining, entertainment and leisure activities without stepping out of the building. A truly novel concept that experts say will revolutionize lifestyle standards in the Philippines.

The location of this skyhigh community right in the heart of Araneta Center is another plus factor for apartment unit buyers. Accessibility is a prime advantage here since the Center has a wide range of transport facilities from Manila, Makati, San Juan, Pasig, Marikina and Quezon City. The Araneta Center's built-in shopping, dining, and leisure establishments, and its proximity to schools, hospitals, government offices and churches will likewise serve as added amenities.

Araneta Center : Heading for the 21st Century

Since 1960, when the Araneta Coliseum presented its first show – the world junior lightweight championship boxing match between Filipino challenger Gabriel "Flash" Elorde and American titlist Harold Gomes, a fight watched live by 38,000 people – the Araneta Center, a 35-hectare commercial center built around the Big Dome, has been the fulcrum of economic prosperity and growth in Quezon City.

Without question, Araneta Center can rightly claim to have been responsible for speeding up commercial and industrial progress in the city in the past 29 years. Today, it is the biggest, busiest and most progressive shopping center in Metro Manila and nationwide.

The late Don J. Amado Araneta, the man who started it, obviously knew what he wanted to achieve, and how to go about it. He had the vision, and the vision stands fulfilled today.

But that's not even the half of it. The current planners of Araneta Center, led by Jorge L. Araneta, the son of Don Amado, have devised an even bigger and more imaginative future for Araneta Center.

The son will not only pursue the vision of his father, but will also build on it and make it grow.

Jorge intends to redevelop the Center over the next two decades into an even more progressive and more alive shopping, business, entertainment, residential and light industry center – one that will make it worthy of the coming 21st century.

There is a Master Plan for this, and this plan is described in a speech delivered for Jorge L. Araneta, who is chairman and president of the Progressive Development Corporation, the flagship company of the Araneta Group, by James Ronald Firth, a planning consultant of PDC, before the Rotarians just recently in Baguio City. The speech, with minor updating, is as follows:

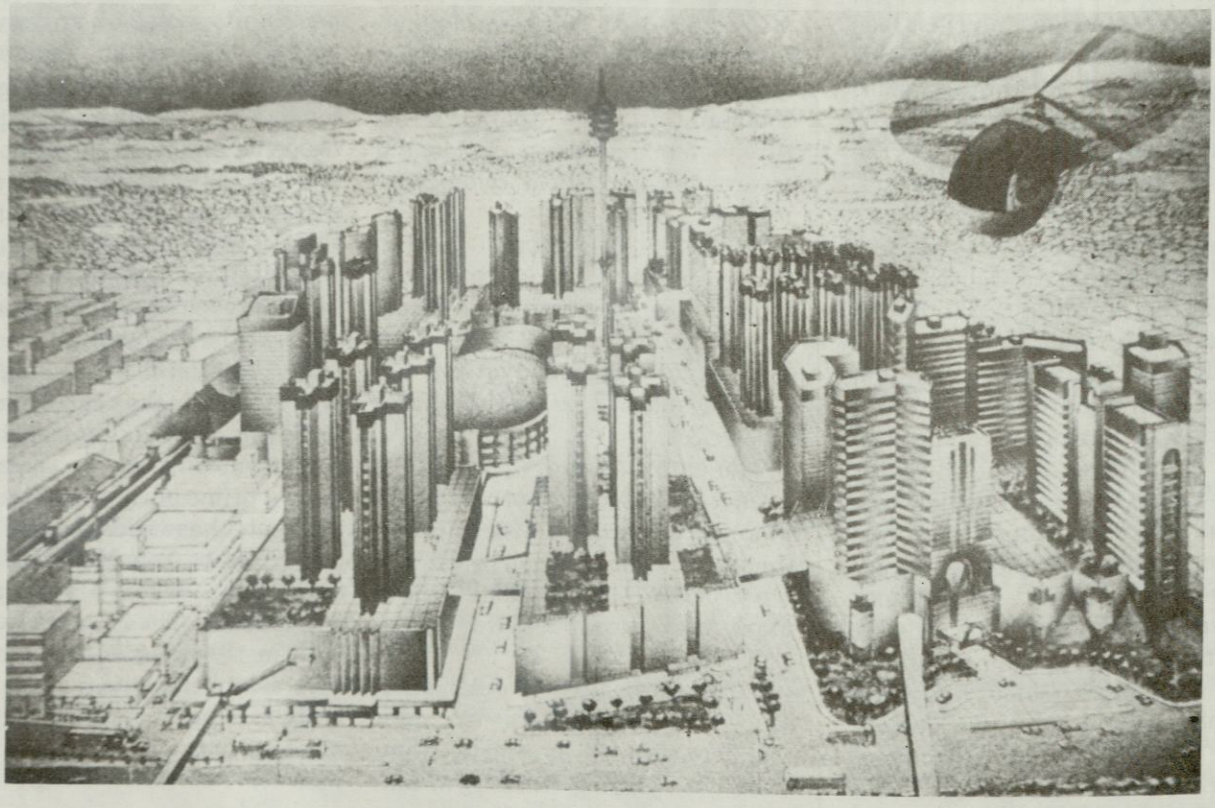
Ladies and gentlemen.

I am delighted to have the opportunity to tell you about the Araneta Center's past, present and future.

I think it is most interesting that this is the 29th year of two of Quezon City's most respected organizations: the Rotary Club of Quezon City and the Araneta Center.

The Araneta Center is strategically located at the very crossroads of Metro Manila, where EDSA (Epifanio de los Santos Avenue) and Aurora Boulevard meet.

This location has played a significant role in local history, for it was somewhere around it in the mid-1930's, that the late President Quezon, strolling with his friends through the abundant cogon and talahib grasses, on the high point of the area, rested on a mound just about where the present Aurora



A spectacular view of Araneta Center in the future.

Tower better known as Isetann Cubao stands today.

He looked over the dusty plain and said:

"This is where I would like to build a real Metropolis."

And, years later in February 1986, that same spot was where a band of people seeking the restoration of democracy began the march to EDSA. The rest is history.

In between these two events, Don Amado Araneta, in 1957, bought a 35-hectare tract of land bounded by two major national highways. A year later, he built the Araneta Coliseum.

His friends told him he was crazy. "Who would go out into the boondocks to take part in, or watch, concerts, sporting events and other similar shows just to be entertained?, " they asked. Who, indeed?

Well, over 38,000 people went to see the inaugural offering of the Coliseum in 1960 - a championship fight between Flash Elorde and Gomes. From then on, the Big Dome has continued to pack people in for almost 30 years now, to see the world's top entertainers, circuses, iceshows, acrobatic troupes, basketball, cockfights, beauty pageants, boxing matches, and even to attend mass.

Don Amado was truly a man of vision and business foresight, and he went on to transform a large patch of sparsely populated wasteland into a place where people could shop, eat and enjoy themselves.

Because of its high elevation, the area had previously been used by the Radio Corporation of America and by the American Forces as a receiving and transmission station. Now, with the construction of the Araneta Coliseum, the area and its commercial potential began to be noticed by the big businessmen of the country.

First, in retail trading, the New Frontier supermarket and the Matsusakaya Department Store (later to become the Queen's Supermarket and the Fairmart Department Store) were established, followed by a small outlet here, a big one there, with the periphery of the larger shops set up as spaces for food outlets and other small stores.

Then a mini-Disneyland, the Fiesta Carnival, was built, giving the people a place to enjoy themselves at anytime, rain or shine. It is an enclosed permanent amusement center with rides, a roller-coaster, a merry-go-round, a simulated space capsule, a mini train, a shooting gallery, sideshows and all the fun items of a carnival. It remains today a popular venue of fun, especially during weekends and holidays.

Cinemas were also built, the first being the 3,000-seat New Frontier at the time (and possibly still) the largest in Asia. Today the Center has 24 moviehouses in all.



Farmers Market, known throughout the area as the place to buy fresh fruit, vegetables, meat and fish; Farmers Garden with its displays of orchids, palms, exotic plants and all kinds of garden items, and the original Farmers Plaza, all came into the Center in quick succession. I have often wondered how the "Farmers" name came to be in such common usage, when associated with these operations. It is also used by itself. "Farmers" has become a destination for Jeepneys and buses, and for people when talking about the center. Probably another product of Don Amado's fertile mind?

Farmer Plaza - the original Farmers Plaza, for there is now a New Farmers Plaza, came in 1972. It was an enclosed, fully air-conditioned complex with about 200,000 sq. meters of shopping and office space, fronting EDSA, and this really put Cubao on the map as a Central Business District, so that the merchandising giants, Shoemart and Rustan's, were attracted to the area in a big way.

Other popular stores, banks, specialty restaurants serving ethnic foods, as well as Italian, French, Chinese and Japanese cruisine, and the branches of the fastfood chains, such as McDonalds, Shakeys, Pizza Hut, Wendy's, Jollibee and Dunkin Donuts, brought perpetual motion to the over a million people who now use the Araneta Center daily. With the taking over in 1970 of the corporate responsibility over the center, Jorge Araneta, a visionary conceptualizer in the tradition of his father, had high hopes of further developing the center into a twenty-first century, state-of-the-art, high technology, commercial, residential and recreational complex serving Quezon City, from Ortigas to Santa Mesa and Manila to Marikina, with some eight million people of the Metro Manila populace in its catchment area.

Jorge began to think of a blueprint for the Center to re-develop it over a 20-25 year span. Ambitious indeed, with the onset in 1972 of martial law and the social and economic constraints which were prevalent in the country around that period. But in 1976, the Ali Mall was opened, named after Mohammad Ali, who in the previous year had fought Joe Frazier in a thrilling bout in the Coliseum.

Ali Mall, owned and managed by the Progressive Development Corporation, a company established to operate the Araneta Center Complex, caters to a mixed market, mainly the middle class. It has almost 200 retail outlets large and small, a food hall, four theaters, bowling lanes, a billiard hall, display and exhibition spaces, all air-conditioned and set around an atrium, with access by escalator to all floors.

And soon, on its third floor will be the sales office and show apartments of the Center's first residential condominium. But more of that later.

Ali Mall was followed in 1983 by the opening of the tallest building in Quezon City, the Aurora Tower, a 22-level landmark at the corner of Aurora Boulevard and General Aguinaldo Avenue.

The Aurora Tower is a commercial and office mixed-use condominium, with a department store, occupying the basement, ground and five floors, and office spaces in the 15 floors above. It is served by a basement car park, four elevators (one of them a service elevator) and the full functional facilities of a modern structure.

That brings us to Araneta Center today.

So, where do we go from here?

In tune with your own vision for the future of Quezon City, and in a firm belief in that future, the Araneta Group decided in 1982 to prepare a Master Plan to project management guidelines for the redevelopment of the center over the next two decades, as the major shopping, business, entertainment, residential and light industrial district of Quezon City, a fully integrated and comprehensive CBD.



The New Farmers Plaza

The plan, flexible and all embracing, commenced preparation in 1982, but was virtually suspended in 1983 due to problems and uncertainties then prevailing in the social, political and economic climate of the Philippines.

But consequent with the mood of optimism which followed the People's Revolution in February 1986, the Master Plan was completed in November of that year.

The basic objectives of the Master Plan are as follows:

1. The Coliseum will continue to be the center piece or focus of the project. It will be re-furbished and given a suitably redesigned and impressive setting-the park-like Piazza del Coliseo, with a segmental reflecting pool focused on a Glorietta; landscaping with trees and beds of plants to provide shade and color, where people can take merienda or stroll, as in the Piazza San Marco in Venice or the Borne of a Spanish town.

2. All other components of the existing Araneta Center except Ali Mall 2 and the Aurora Tower, will be replaced, in turn, by new premises and new concepts, with the existing street pattern being generally retained.

3. Vehicles and pedestrians will be separated vertically by a combination of podia, malls and elevated walkways linking and going through the buildings.

4. (And here I apologize for going into planning jargon) the plot ratio, or floor space index, will calculate out at 6:1, instead of the present just over 1:1, and residential will be introduced into what is now a 100% commercial area.

Perhaps I should explain the plot ratio bit. This indicates a relationship between usable floor area inside the buildings, compared with the gross area of the site, and in turn, the gross site area for this purpose is the net or actual site area, plus half of the surrounding or adjoining streets, except where something like major streets, such as EDSA or Aurora, is concerned, when the gross site area is then measured to the site boundary.

So with a site area of 33 hectares, and an existing plot ratio of about 1:1, the useful building area in the present Araneta Center is 350,000 sq. meters. But when this

plot ratio gets increased to 6:1, the floor area becomes about 1.86 million sq. meters. Among other things, this can only be good for the city's tax base.

Let us review each building, each planning unit. Let's start with the New Farmers Plaza (which is Planning Unit 3), which has been recreated like a Phoenix risen from the ashes of the original.

In late 1986, following a disastrous fire in June of the previous year, the decision was made to reconstruct and modernize the existing Farmers Plaza building. The work was completed in November 1988, President Aquino inaugurating it. The new building includes a central atrium rising through five floors, two cinemas, an external "bubble escalator" at the EDSA end, an additional floor under a very lightweight roof, and improved internal finishes. They add up to 60,000 sq. meters of retail space in all.

These works were not quite what the original 1986 Master Plan envisaged for the New Farmers Plaza, but the economic stringencies were still with us, and anyway the Plan was flexible, so with some calculated adjustments, the Master Plan was revised. It is possible that another, newer Farmers Plaza will, in time, emerge as the end product of the redeveloped center.

Next, it was decided to build an attractive Seafood Market and Restaurant Complex fronting EDSA, which necessitated the removal and reestablishment of Farmers Garden. The Seafood Restaurant opened for business last March.

The Seafood Restaurant is part of Planning Unit 1, the Omega complex, which is the intended flagship of the Araneta Center project. Conceived as a commercial-residential complex of a character and composition similar to that of the New World Centre in Kowloon, Hongkong, it is at the corner of EDSA and Pedro Tuazon Avenue on a portion of the land now occupied by the White House. It will be a very imposing edifice on the EDSA skyline.

With P. Tuazon, a national road, about to be widened by another 10 meters, the exposure of this complex will be very great indeed.

In summary, the proposal for Omega envisage some 123,000 sq. meters of shops, restaurant, cinemas and others, a 27,500 sq. leisure, athletic and recreation facility on the entire 6th-floor level; a 640-room deluxe hotel, 618 service apartments, and an office tower of some 32,000 sq. meters.

A massive multistorey podium or base building will contain the airconditioned shopping malls, basement and upper level parking for about 2,440 cars. The office tower, service apartments and hotel guest rooms will sit on a landscaped deck, with swimming pools, barbecue areas and other facilities for the enjoyment of residents, guests and other users of the building.

The Master Plan provides for Omega being developed in three phases. Phase 1, in the White House grounds, right on the EDSA-Tuazon corner, is ready to go. Accordingly, plans for that section, including the proposed hotel, have recently been filed for approval with the Department of Tourism.

I am delighted to say that Mayor Brigido R. Simon, Jr. has endorsed this application, as he believes, as does the Araneta Group, that this project is very much needed in Quezon City, for the benefit of residents and tourists alike.

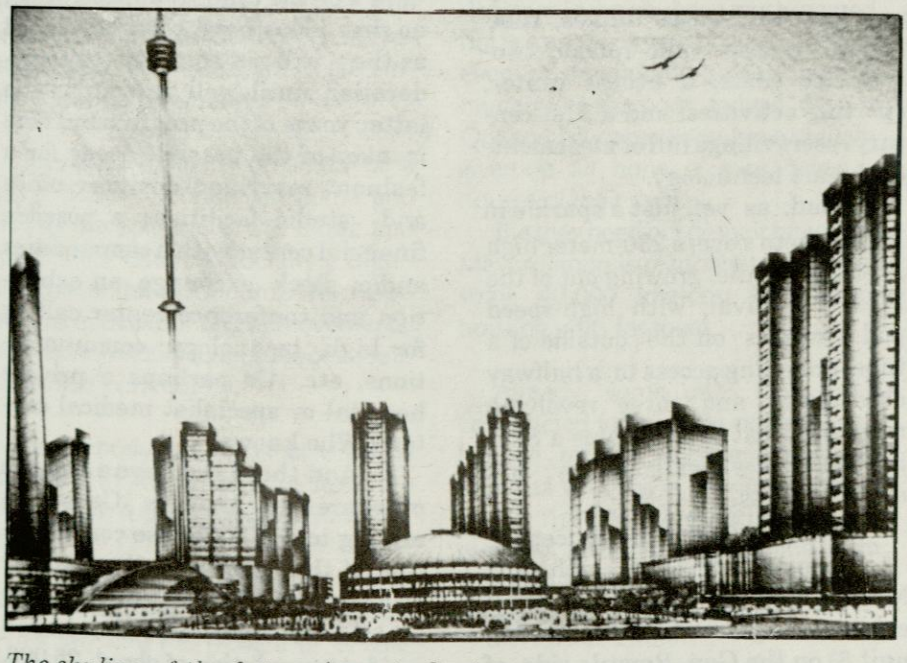
The plans for the hotel are most exciting. They include specialty restaurants, ballroom and function rooms, and convention and exhibition space. In response to the perennial problem of what to do with tour group buses, this function is to be separated from the regular guest access, to achieve controlled traffic flow from outside to inside the complex. There will be independent parking for 14 such buses.

But ahead of Omega in the development program is the Manhattan megabloc (Planning Unit 6), which is already under way.

Manhattan embraces the present vacant site previously occupied by the Queen's Supermarket and Fairmart Department Store (as Phase 1), part of Gen. Malvar St. and the Aurora Arcade (Phase 2) and the New Frontier theater (Phase 3).

The pattern of a commercial base on seven or eight levels is again being followed here, but with three residential towers on the 10,000 sq. meters recreation deck (swimming pool and all) of Stage 1, containing 456 apartments which, will be finished to a very high standard.

These apartments range in net or internal floor area, not in-



The skyline of the future Araneta Center

cluding common parts, from 55 sq. to 63 sq. meter, eight to a floor. Two sample apartments will beset up at Ali Mall, fully decorated and furnished, so that buyers will know exactly what they are getting, hopefully, for just over one million pesos. We hope you will visit these models.

We believe there will be a great demand for these units, dramatically and conveniently located as they are, accessible to all the amenities of the Araneta Center, with views of the Manila Bay sunset, the Sierra Madre, the Marikina Valley and down to the Makati and Ortigas skylines.

Phase 2 of Manhattan will extend the Megabloc out to Aurora Boulevard, with a spectacular entrance set back from the road, between two office towers angled to the highway for privacy, as well as for effect, and into a wide mall or galleria leading through the building and out to Times Square Avenue and beyond.

Or, accessed from an upper floor, on to the overhead walkway system leading all around the Center.

Soon, a start will be made on this walkway system by bridges linking the New Farmers Plaza to the Coliseum, and then to Fiesta Carnival, and, on the way, passing by the Coliseum guest rooms, which are planned to be refurbished as rather nice apartment-hotel type of accomodation, with some commercial retail outlets enroute.

I am sure you are all aware that the proposed LRT Line 2 is planned to run along Aurora Boulevard, and either terminate at Cubao or carry on to the Ateneo / Katipunan area. At present, the Cubao station is to be located by LRT planners at 15th Avenue, but we want to propose constructive changes. PDC is a willing landlord who would like the station to be built just before the Aurora Tower, as Planning Unit 4, and we would then set up a transport interchange at ground level, comprising a jeepney terminal, a long-distance coach station, mini-bus bays, an intermodal administration office. At station level, we plan to build an enlarged concourse with a wide shopping mall connecting the overhead walkway system around the center via a wide footbridge.

Above all this, over the site now occupied by Plaza Fair, a Bargain arcade, and Aurora Arcade, there will be shopping floors, and food outlets, with office space and residential apartments set on a landscaped podium deck.

And of course, the LRT will be another plus for residents in the Center.

Now, what have we left?

A new Farmers Market (Planning Unit 2) on the site of the existing market, and to be an even bigger and better fresh food complex below a commercial/residential building, with wet and dry market space and food and beverage facilities modelled on Les Halles in Paris or the Quartaire Francois in New Orleans, where the Yuppie or disco set can get coffee and doughnuts, or more sophisticated meals, in the early (or late) hours, round the clock, and where the restaurants can establish a reputation for fresh food from the markets.

And just imagine how convenient for the apartment owners living above, especially with a jeepney terminus at ground level.

A new and updated Fiesta Carnival (Planning Unit 13) in keeping with a worldwide trend for indoor leisure resort activities, and of futuristic design, is envisaged as having, in a constant temperate and artificial climate all year round, such attractions as a swimming paradise, wild water flumes, tube slides, a waterwall splash, two-level ice rinks, a fitness center, sporting activities, and a 21st-century resort village full of statement-of-the-art technology.

And, as yet, just a sparkle in Mr. Araneta's eye, a 230-meter high Araneta Needle, growing out of the Fiesta Carnival, with high-speed pod elevators on the outside of a tube, providing access to a halfway observatory and three revolving restaurants at the top, plus a Skylab Disco, a viewing gallery, and other features.

Truly, a far-seeing concept.

Coming back to earth, the Master Plan provides for a small estate for light industry (planning unit 8) on the Gen. Romulo side of the Araneta Center, comprising a series of 20-storey flatted factories, where spaces as small as one bay, or as large as a whole floor, would be leased or bought by a small manufacturer non-pollutive, of course to carry on his business and live in one of the smaller residential units nearby.

The owner, probably PDC, would provide services for the industrialists the loading docks, elevators, janitorial, etc. all for a management fee, and it is here that the Police, Fire and Security services would be relocated from the Coliseum forecourt.

A second hotel, of a lower category than the Omega, is planned for a rebuilt Ali Mall I, and this would operate in tandem with the industrial and small residential units concept of thispart of the Center.

Then we have Omega 2, planned for the balance of the White House site, across an extended Gen. Araneta Avenue.

Here will be the main concentration of about 1,260 residential aprtments of 72 sq. meters each, on a two-part car park base building linked by wide pedestrian bridges, and separated by an open-air landscaped mall focused on the axis of the Coliseum.

This mall would be another main entry into the Center the other being the Aurora Boulevard Manhattan access and would have a periphery jeepney and bus terminal nearby.

For the other planning units, no firm ideas have been developed as they will not come up for consideration until well towards the latter years of the program but note is taken of the possible needs for a fashion mart and designer office and studio facilities, a possible financial center with a commodities and/or stock exchange, an exhibition and conference center calling for high technology communications, etc. Or perhaps a private hospital or specialist medical center? Who knows?

And there, we have a glimpse of where the Araneta Center is aiming to go. High-rise concentration of the periphery, the low-rise Coliseum and Fiesta Carnival in the middle, for light and air, and a resident population of about 25,000, with indoor parking for about 12,000 vehicles.

To Vindicate a Vision

By RUBEN OLIVER ENSOY

The vision of President Manuel Luis Quezon to transform Quezon City from a grassy wasteland into an "aesthetic showcase of the nation" is now slowly being realized under the administrator of Mayor Brigido Simon, Jr.

To realize the vision of such a great man is, of course, easier said than done. To a less determined person the logistics is simply formidable, more so the efforts, especially to those who saw Quezon City then which was a virtual wasteland.

But greater dreams with more formidable problems have been realized. After all, what really matters is the will and determination unerringly fixed to that vision. Corollary to that will is the confidence to be able to do it regardless of the problems.

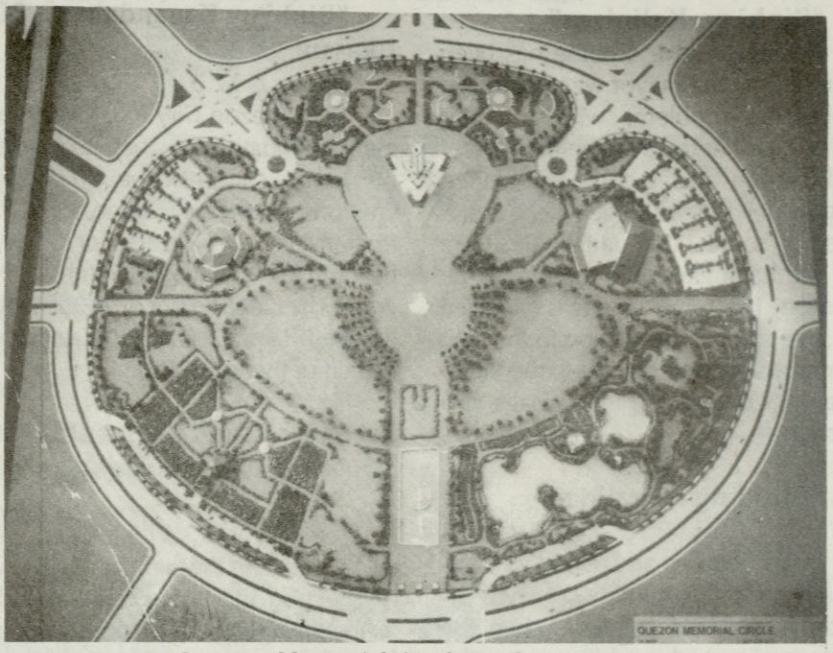
It takes courage to see a vision as Quezon did. It takes even greater courage to vindicate it and lead a people to that vision.

Such courage few people have. Even fewer people have courage that is tempered with humility. But such stuff leaders are made of for, as Mayor Simon said, "the true spirit of government service is humility."

President Quezon dreamed of a place "where people will come and visit as the epitome of the future and spirit of the country, socially a dignified concentration of human life, aspirations, endeavors and achievements; and economically as a productive self-contained community."

As anybody can see, that vision is still a dream. But, at least, its seeds are being sown today by Mayor Simon.

Incidentally, Mayor Simon calls his plans and projects for the improvement of the city and the welfare of its residents as "binhi" or, well, seeds. He has many such seeds.



Quezon Memorial Circle in the future

"Binhi ng Pabahay"

One third of the city residents are still living in squatter communities. Only a third of the city's families have houses of their own, leaving the rest in rented houses at exorbitant rates. Subdivisions in the city have mushroomed, but prices of units are beyond the reach even of the middle-income people, much more the poor. Indeed, most of Quezon City's residents have virtually given up all hope of ever living in houses of their own.

But they need not despair now since Mayor Simon is planning to construct some 40,000 low-cost but decent housing units for them.

Already, some units have been constructed for poor residents in two-hectare former squatter colony in Manresa which was previously gutted by fire. The units there will be offered at monthly amortizations ranging from P300 to P350, with no equity or downpayment required.

In Barangay Payatas, plans are already finalized for the construction of some 5,000 units which will be amortized from P387 to P1,260 monthly.

"Binhi ng Kabuhayan"

A recent survey showed that 35 percent of the labor population of Quezon City are either unemployed or underemployed.

For a city with such high aspirations under Mayor Simon, such a high unemployment and underemployment rate would be quite a burden in its bid for economic progress. Thus, the city administration has created the Economic Development Board to establish linkages with prospective local and foreign investors to set up mini-industrial estates in the city. One such estate which is about to be constructed is expected to generate some 50,000 new jobs.

Also, the Quezon City Filipino-Chinese Business Affairs and Coordinating Office and the Industrial Relations Office have been created to make the business climate in the city more

enticing.

The construction of some 40,000 low-cost housing units is also expected to give employment opportunities to thousands of city residents.

"Binhi ng Kalinisan"

An imaginative scheme has been hatched by the mayor where garbage collection problems will be minimized. Under the plan, an incinerator will be constructed at the back of the City Hall where garbage will be delivered by some 2,000 participants from all the barangays with the use of the cariton. This way, the city is expected to save some P100 million in the next five years in contributions to the Metro Manila Commission for garbage collection.

"Binhi ng Moralidad"

In his ongoing and relentless campaign against immorality, Mayor Simon is prodded by the dictum the "immorality and worldliness are the natural fruits of modernization."

Even as Quezon City under his leadership is aspiring for modernization, he stressed that it should be "modernization with decency." True to the vision of President Quezon, the mayor believes that since the city was the country's former national capital, it should serve as the national model as well.

"Binhi ng Tunay na Serbisyo Sibil"

The city government has been reorganized to make the government more responsive to the needs of the people and more efficient in its operations.

In fact, Mayor Simon takes pride in the fact that the city maintains one of the leanest government bureaucracies in the country. For example, he said, the city, which is five times bigger in area than the City of Manila and equal in population, has only 7,000 employees compared with the 17,000 of Manila.

Despite its lean organization, the city government delivers far more efficient services than most other local government units. The mayor has been particularly irked in the past when, he said, "the act of paying the tax becomes more taxing than parting with your hard-earned money."

"Binhi ng Kagandahan at Kalikasan"

The Quezon City Parks Development Foundation has been set up for the beautification of the city and its environs. For this year alone, some P22 million has been allocated for the city's beautification and cleanliness program. The Department of Tourism also donated P3 million for the revolving capital of the foundation.

"Binhi ng Pagtutulungan, Kapatiran at Pagkakaisa"

The mayor is so concerned with the far right and the far left in our political spectrum that he is a national leader in his own right in the reconciliation efforts of the national administration. In fact, some of his former enemies are now his ardent supporters.

"Binhi ng Kalusugan"

The mayor's policy along this line is mainly prevention, stressing that "an ounce of prevention is better than a pound of cure." Thus, more and more mobile clinics are set up to reach the farthest barangays not only to cure poor patients for free but also to educate residents on the prevention of diseases. Also, he promised to maintain the 24-hour health center project. A 150-bed sattelite hospital in San Bartolome, Novaliches will also be constructed.

In his campaign against drug abuse, the mayor has strengthened the Quezon City Anti-Drug Abuse Council and intensified the drive against drug stores indiscriminately selling prohibited and regulated drugs. A rehabilitation center is also planned to be constructed for those who have fallen prey to drugs.

In sports, the mayor has initiated the creation of the "Quezon City to Barcelona" project. (Barcelona, Spain is where the next Olympics games will be held.) Its main purpose is to help the country gain its first Olympic gold medal.

"Binhi ng Kapayapaan"

Under this, the mayor has lined up the following:

1. The purchase of additional mobile patrol cars;
2. The construction of a new city jail;
3. The creation of a central police district to cover Quezon City exclusively;
4. The purchase of more motorcycles and the fielding of more motorcycle policemen;
5. The creation of new police substations;
6. The strengthening of the barangay security and development officers;
7. The creation and organization of neighborhood watches;
8. The putting up of lights in all dark and crime prone areas;
9. The financing of a police/civilian intelligence arm to flush our criminals and their lairs; and
10. The institution of a secret witness/reward program to elicit citizen's concern and participation in the war on criminality.

"Binhi ng Karunungan"

Aware that the majority of courses offered in most schools are not relevant to the present employemnt needs of the country, the city government, in a joint effort with the city's business community, plans to put up a polytechnic school wherein students will be trained with skills currently needed by local firms.

Mayor Simon expresses confidence that these seeds will soon grow to flower and bear fruits for the good of the city and the well-being of the residents. Some, in fact, are already bearing fruits. Quezon City residents can be sure that Mayor Simon will never be contented unless and until each and every seed he has sown will bear fruit.

But even if all of them will bear plenty of fruits, that will still not be enough to Mayor Simon. For, in the final analysis, he said, "our survival as a people and as a nation depends to a large degree on a change of our sense of values."

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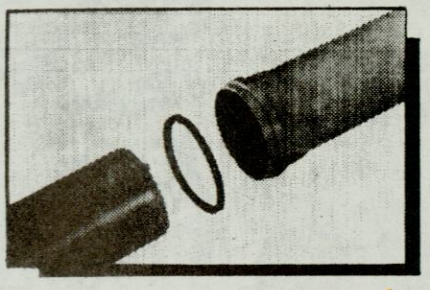

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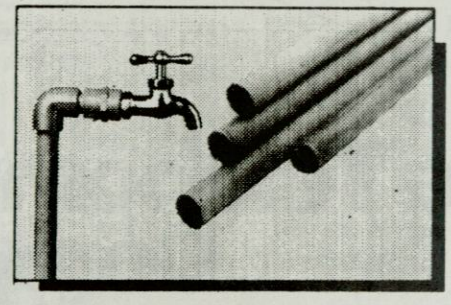



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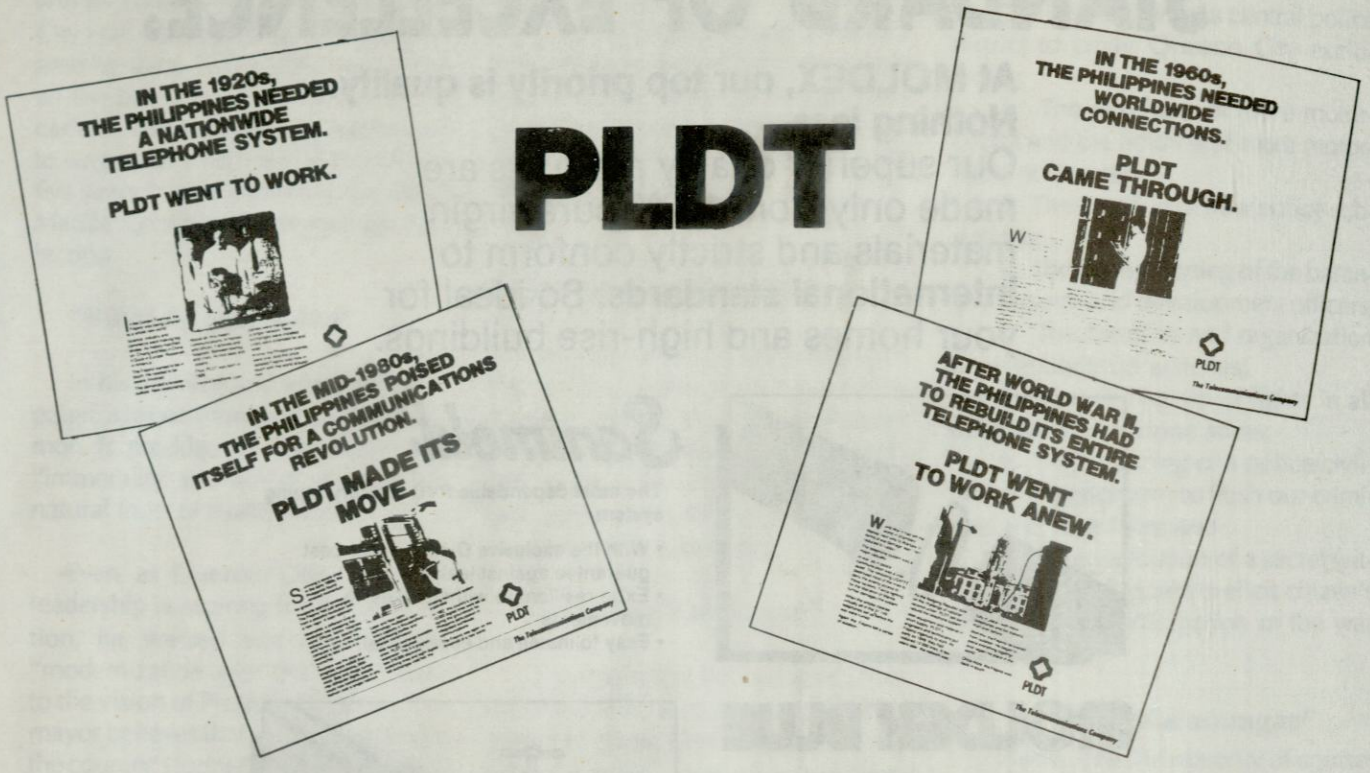

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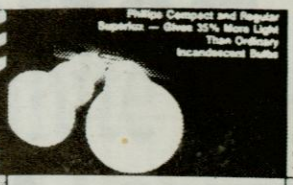
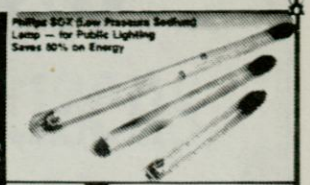
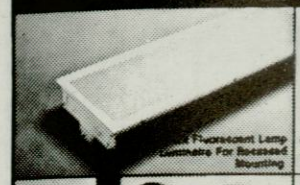
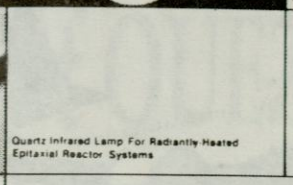


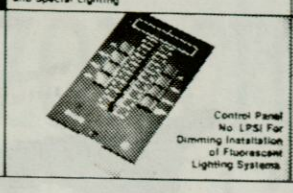


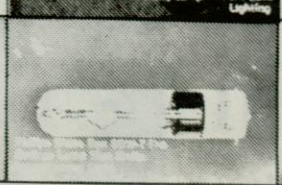








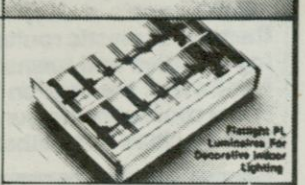


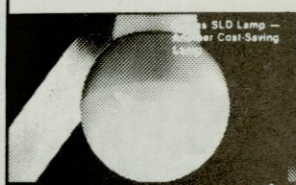




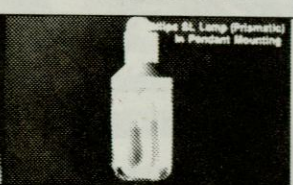


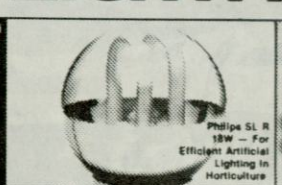
PHILIPS LIGHTING TECHNOLOGY FROM THE WORLD'S NO.1 LIGHTMAKER

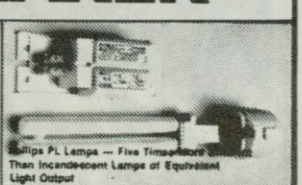


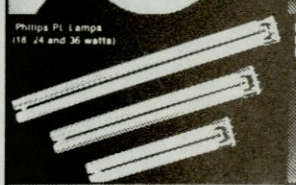








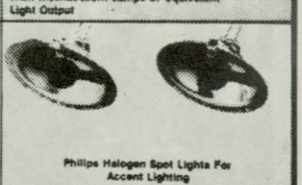


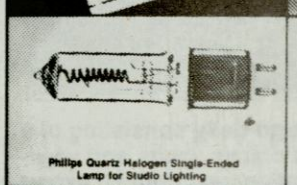


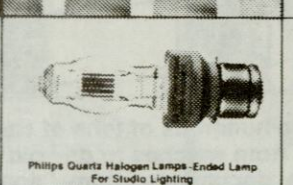


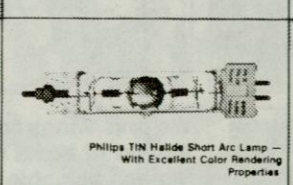


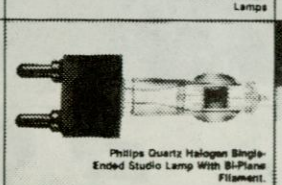


















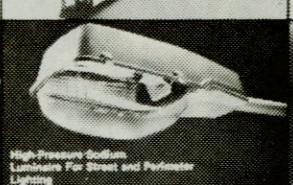
















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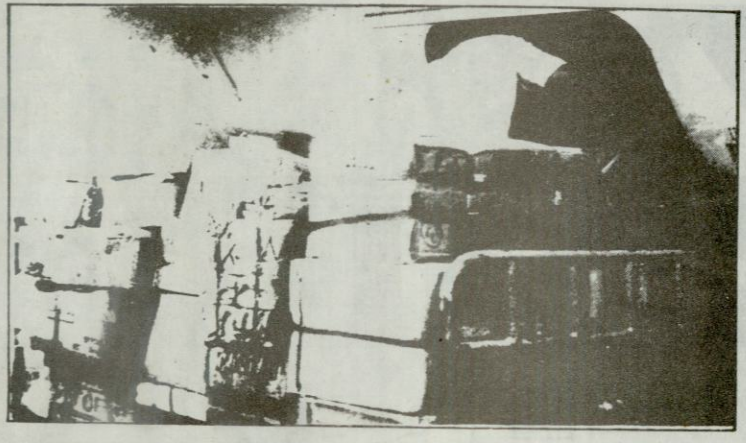
We give wings to businessmen, entrepreneurs, government officials, investors and tourists, all of whose travels benefit our economy and enhance the welfare of our people.



We give wings to hundreds of tons of cargo daily consisting of a myriad of items from watches to day-old chicks, fruits and vegetables, valuable documents, home appliances, critical export items, and contribute to the livelihood of many of our countrymen.



We give wings to 30 tons of newspapers daily, enabling the people in far-flung communities to keep abreast of the developments in our country.



We give wings to 3 tons of mail everyday, assisting in the communication and public administration essential to political unity.

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When your child joins a sports team, he soon finds out that he counts. And he begins to realize his own worth.

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When he does his part well, no matter how small, and helps the others do theirs, he learns the value of teamwork.

When he hurts a fellow player and gets hurt in return, he realizes the need to play fair.

When he gets a taste of victory but manages to keep both feet on the ground, he begins to understand what true humility means.

And when he bows his head in defeat, he learns the need to try harder and to keep on trying... because quitters never win.

He may never grow up to become a full-fledged athlete. But the lessons of sports will prepare him well... for tomorrow, when he plays with the team called the human race.

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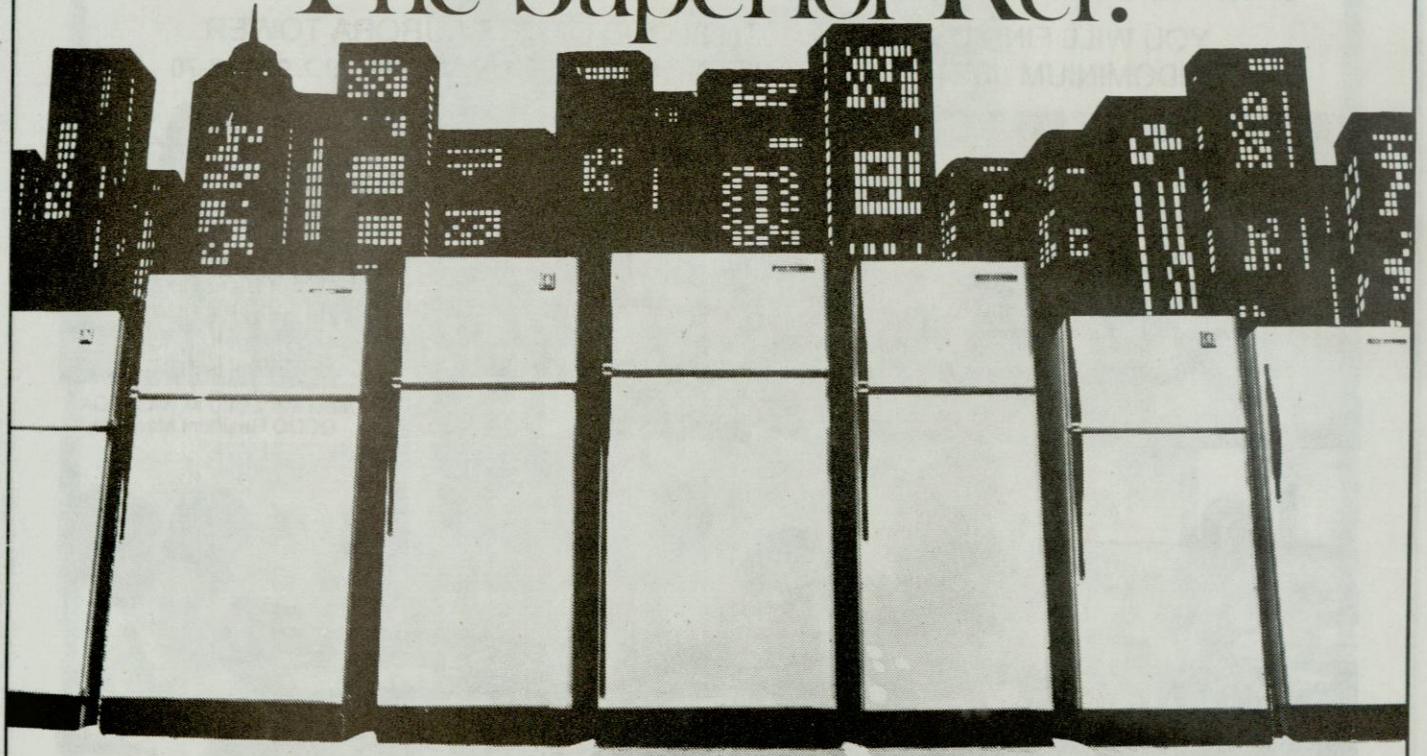

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WE NOW HAVE A QUEZON CITY DISTRICT OFFICE TO PROVIDE YOU WITH COMPLETE INSURANCE SERVICES PROMPTLY AND EFFICIENTLY

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Our staff at the FGU Quezon City District Office, like in any of our district offices all over the country, are young, competent and efficient. We are certain you will find them very helpful. So are our QCDO agency force composed of experienced insurance agents who will call on you anytime you need them.

For all your insurance needs, see or call our people at our Quezon City District Office. They are there where you are to help you.

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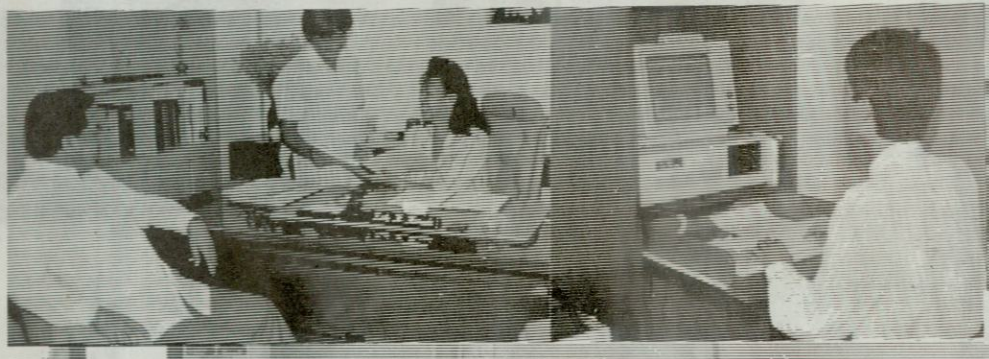



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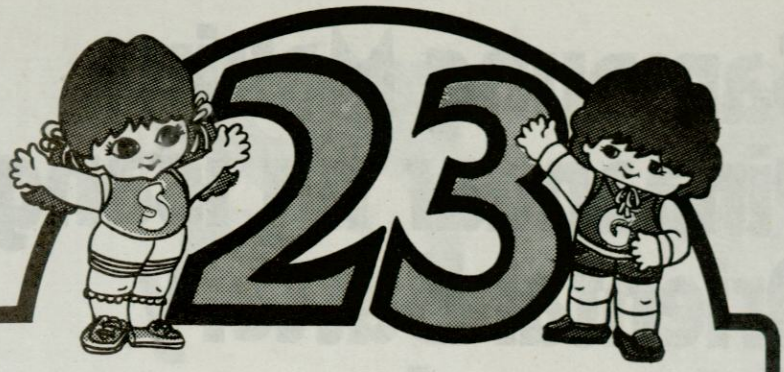

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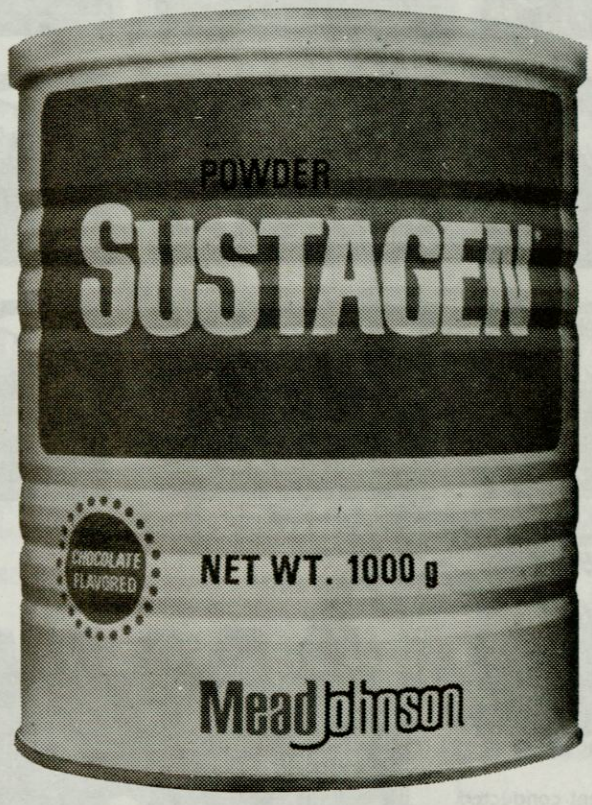

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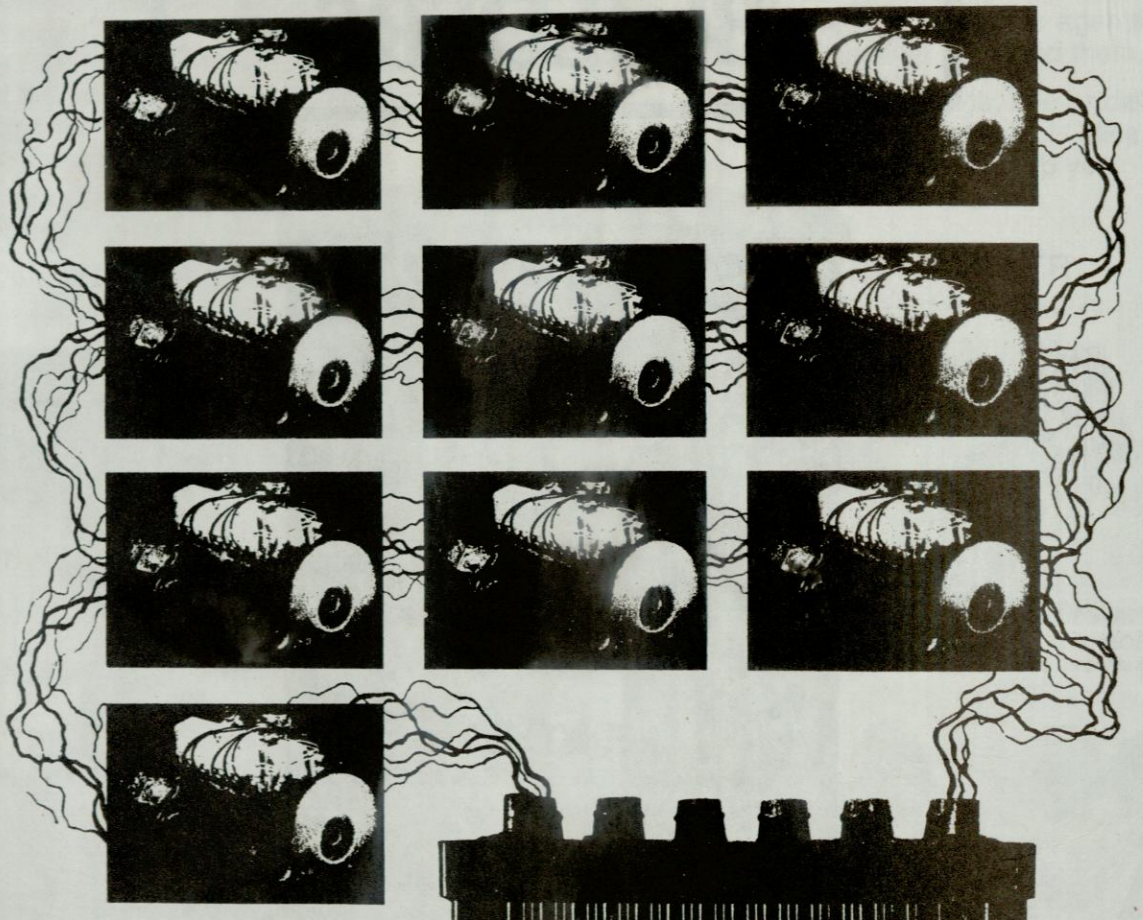
Sampung Makina Pinaandar ng Isang Oriental Battery, Sabay-sabay.



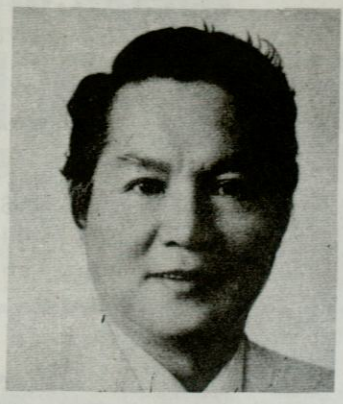
In an experiment conducted by RAMCAR's battery experts, Oriental Battery proved to have overwhelming starting power.

The results showed that one Oriental Battery was able to start ten engines simultaneously.

Present during the experiment were technical experts from the Auto Rally Club of the Philippines (ARCP).



Walang Mintis!



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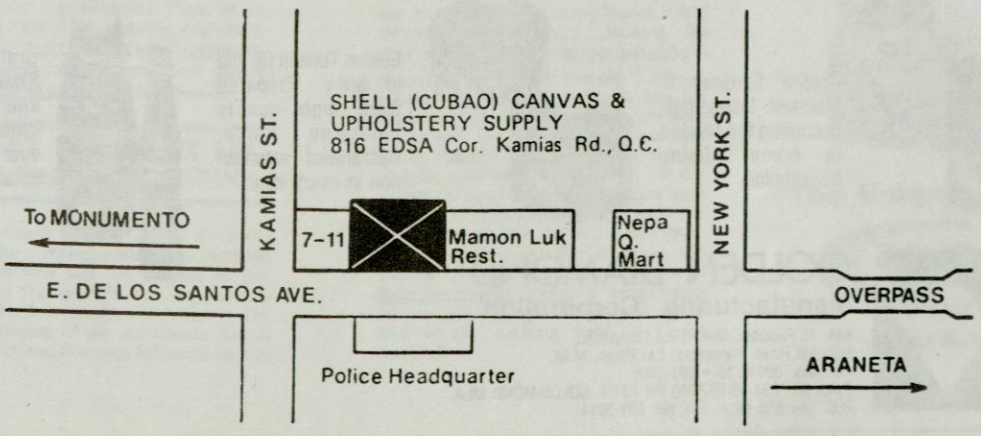

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The Filipino is known to be demanding when it comes to quality. He always strives for the Gold. For the best. That's what makes every Golden Diamond Food product a winner. Because just like the Filipino, Golden Diamond excels.



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Golden Fish Sauce (Patis) Cane Vinegar and Soy Sauce (Toyo). Traditional Filipino food seasonings that bring out the best in your cooking.



Golden Sardines & Mackerel. Increasingly becoming the favorite in many Filipino households.



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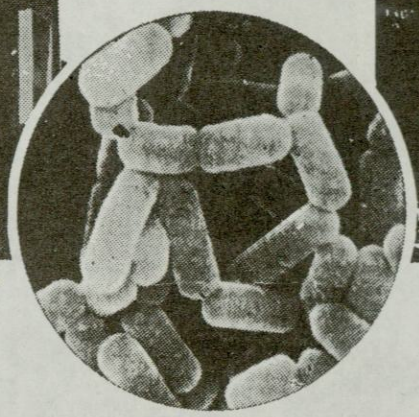
RESEARCH IS OUR STRENGTH!

More than half a century ago, Dr. Minoru Shirota embarked on a lonely pursuit of the secret of long life. Fueled by his conviction that a lactobacilli-rich diet caused the amazing longevity of mountain tribesmen in a remote village in Bulgaria, Dr. Shirota patiently studied over 300 types of lactobacilli strains.



Yakult Institute for Microbiological Research



Lactobacillus casei (Yakult Strain)



Dr. Minoru Shirota, Yakult's research pioneer

DEVELOPING THE RIGHT LACTOBACILLUS

Dr. Shirota worked on the theory of Nobel Laureate Elie Metchnikoff that lactobacilli were instrumental in promoting health through the digestive system. Knowing that most types of lactobacilli either lacked the strength to reach the intestines alive ... or the ability to multiply in sufficient numbers to maintain digestive balance his research centered on finding both qualities in a single strain.

After years of research, Dr. Shirota's efforts were rewarded. He discovered that Lactobacillus casei is the toughest and most prolific type of lactobacillus. He further developed this strain by subjecting it to varying harsh conditions similar to those found in the human digestive system. He also tested the resistance of this strain by passing it through the digestive tract. Thus, he developed a particularly strong and resistant type of lactobacillus which his peers, in recognition of his achievement, named: Lactobacillus casei - Shirota strain.

YAKULT - THE FIRST LACTOBACILLI-BASED DRINK

As significant as Dr. Shirota's discovery and the international recognition accorded him was his success in formulating the world's first lactobacilli-based drink — Yakult, which led to the establishment of the worldwide Yakult Organization. This was followed by the foundation of the Yakult Institute for Microbiological Research which, to this day, is the most modern research laboratory of its kind in Asia. Today, lactobacilli-based products of the Yakult Organization include health beverages, cosmetics and pharmaceuticals, among others.

CONTINUING RESEARCH AND DEVELOPMENT

Leading scientists at the Yakult Institute are engaged in continuing research and development efforts.....looking for new ways to use the various lactobacilli strains in promoting human health.... pioneering in experiments in the life sciences and biotechnology.....helping to extend the horizons of prolonged good health and longevity for all peoples. Already, a number of our scientists have come with significant findings in microbiology such as in the actual composition of the human intestinal microflora, in the isolation and culture of anaerobic bacteria such as Bifidobacterium breve, in enzymology for medical and agricultural applications and in the exciting field of cancer research.

This is the science behind the development of Yakult. This is the science upon which the Yakult Organization is based. Guided by the noble spirit of its founder, Dr. Shirota's commitment to the improvement of human health is now tradition to the Yakult Organization with its over 16,000 employees throughout the world together with their sisters in the promotion of health through Yakult — the Yakult Ladies now numbering some 67,000 internationally.

PROMOTING HEALTH THROUGH CONTINUING RESEARCH



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We know you best. We know you want quality products and quality service. That's exactly what we give you. That's probably why you know us best, too. You know you can always count on Mondragon. We'll make sure you feel the same way for many, many more years to come.

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Pure, natural ingredients that give you proteins, vitamins and minerals. And fresh, creamy taste.

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And butter has important milk proteins, vitamins A, D, E and K, choicest imported energy-giving butterfat and minerals.
Nothing else has the fresh, creamy taste of pure natural butter.
That's why butter is 100% better.

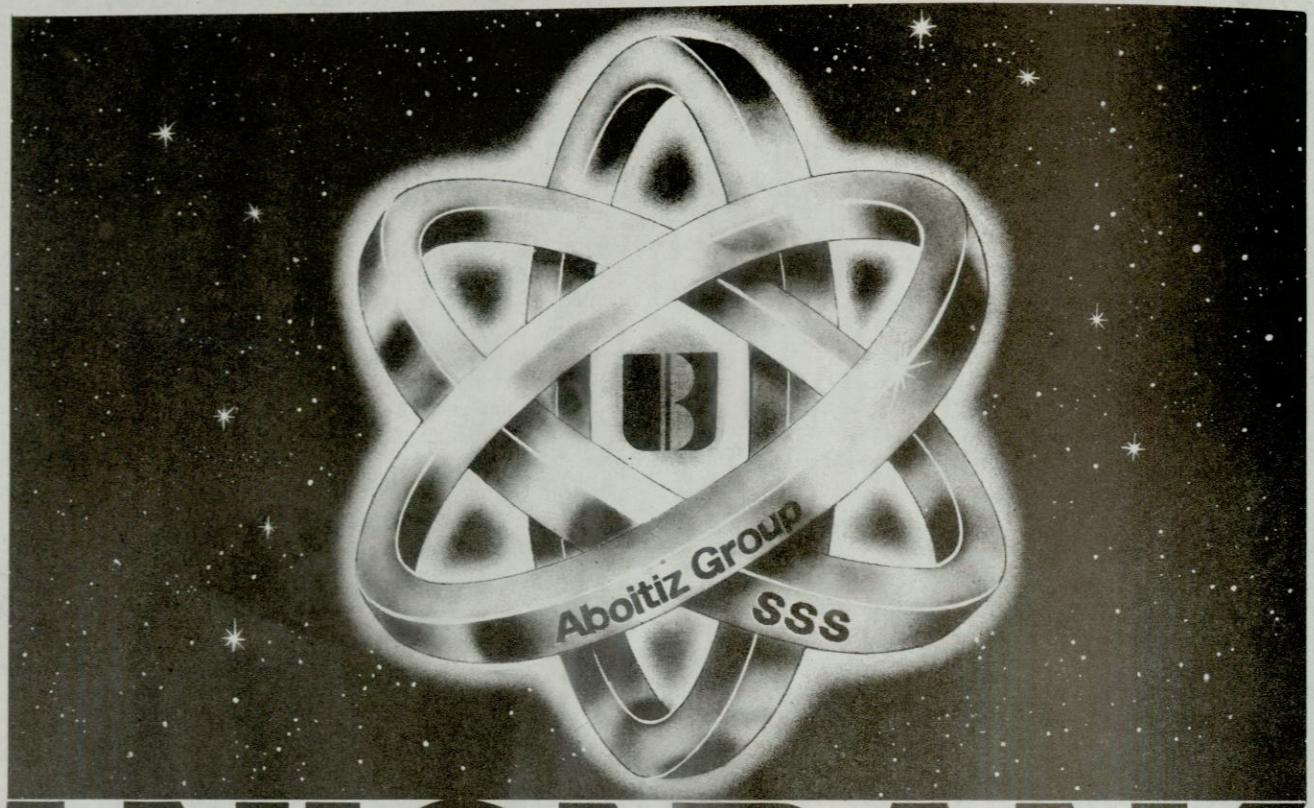


A message in the interest of better eating brought to you by:

Anchor BUTTER

There's just no substitute for it.

Bank on the strong union.



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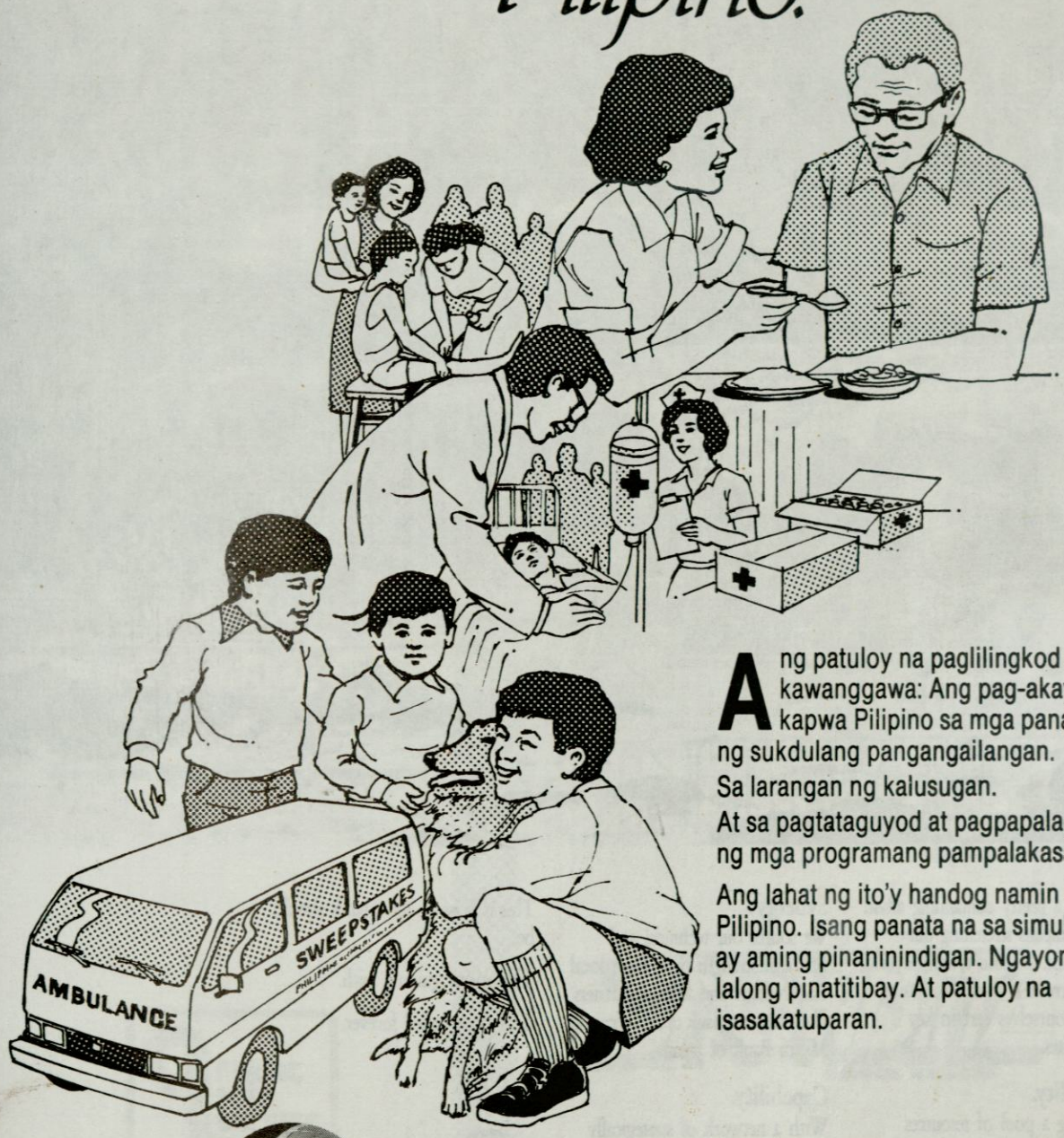
Handog sa Kawanggawa Handog sa Malayang Pilipino.



Ang patuloy na paglilingkod sa kawanggawa: Ang pag-akay sa kapwa Pilipino sa mga panahon ng sukdulang pangangailangan.

Sa larangan ng kalusugan.

At sa pagtataguyod at pagpapalaganap ng mga programang pampalakasan.

Ang lahat ng ito'y handog namin sa Pilipino. Isang panata na sa simula pa ay aming pinaninindigan. Ngayon, lalong pinatitibay. At patuloy na isasakatuparan.

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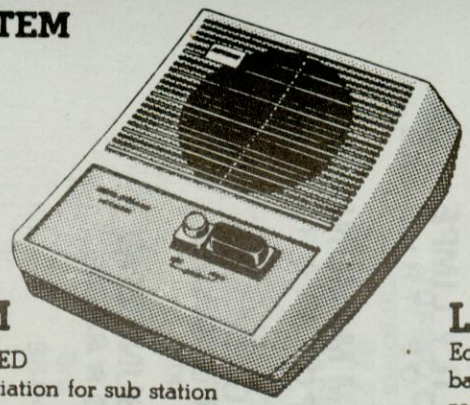
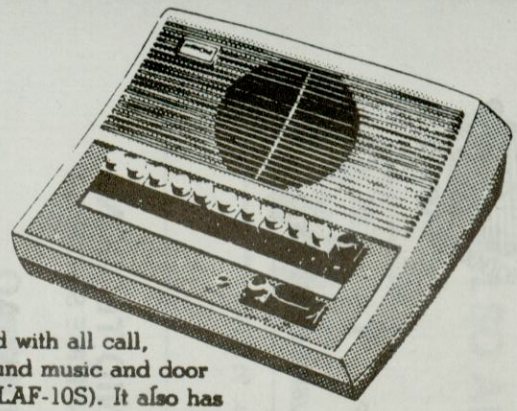


LAM

With LED annunciation for sub station and timed 20-second automatic shut off system. Ideal for shops, residences, warehouses, showrooms. Good for 4 locations.



LAF

Equipped with all call, background music and door release (LAF-10S). It also has privacy button & 3-call sub & door station. For offices, warehouses and manufacturing plants. Good for 4-11 locations.

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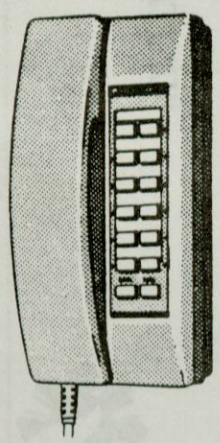
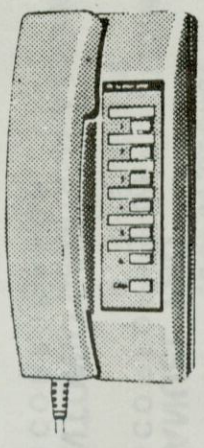


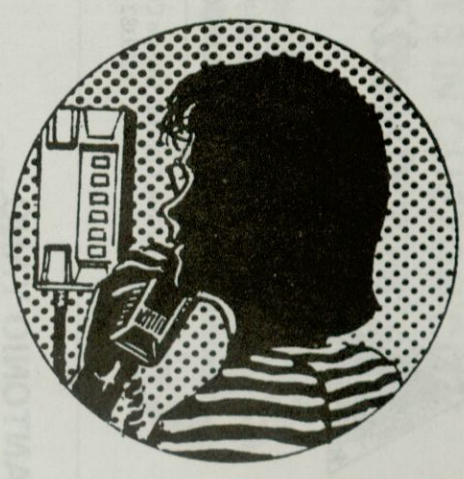
TD-H

For offices, manufacturing plants and businesses, it has 24-call masters (intermixable), conference call and door release. Also combines with video system. Good for 2-25 stations.



TD-Z

Ideal for manufacturing plants and offices, it is equipped with a home-run wiring, full truckage communication and zone page with or without talkback. Good for 2-13 stations.



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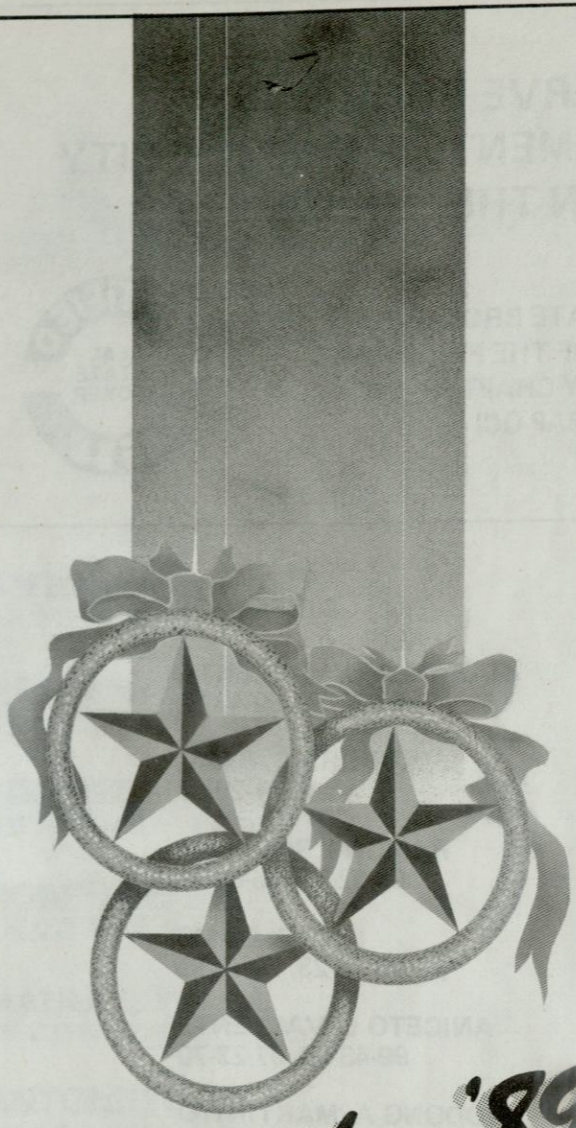

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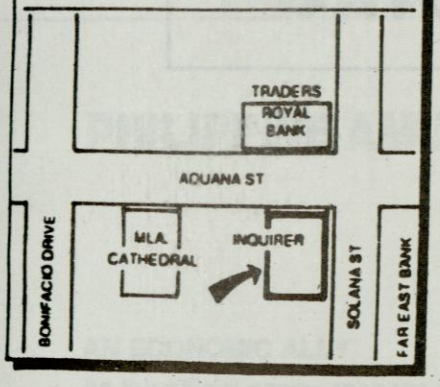

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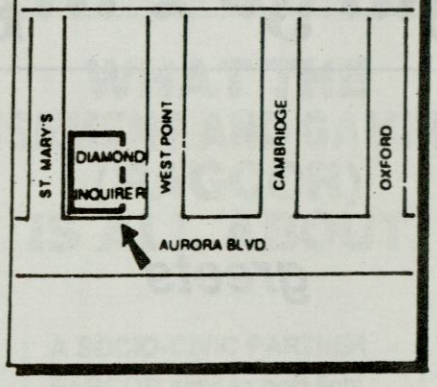

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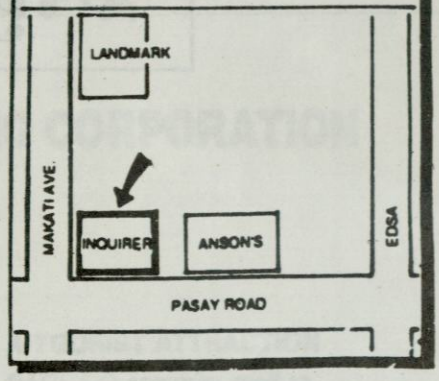

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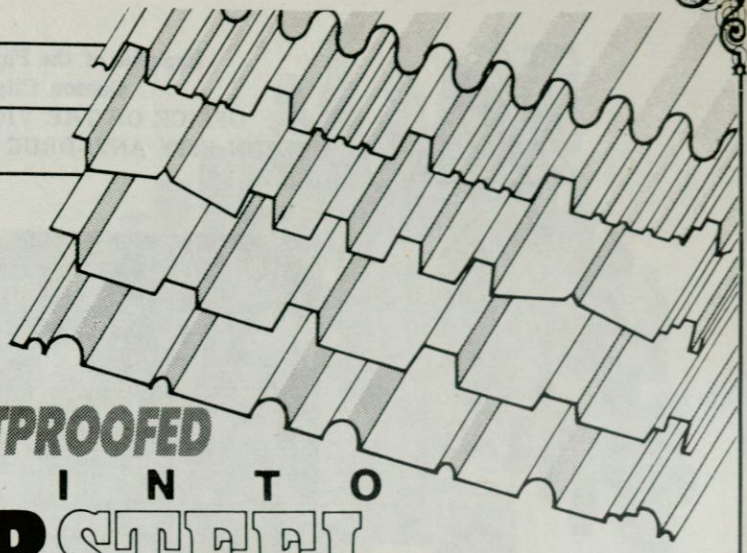

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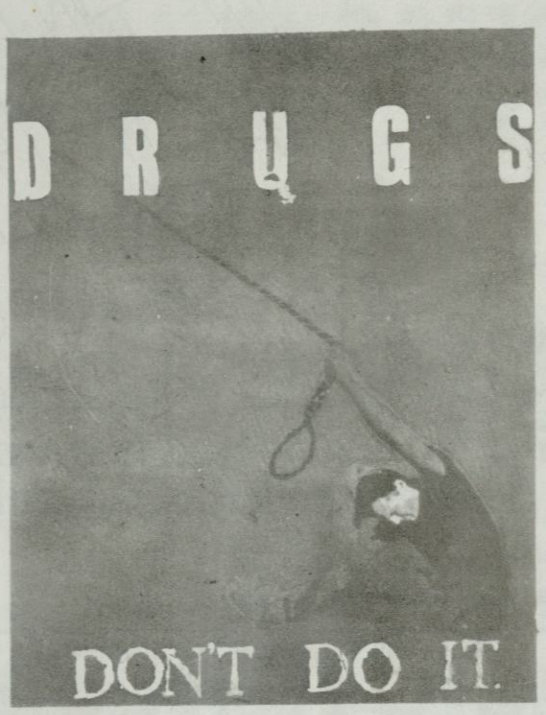

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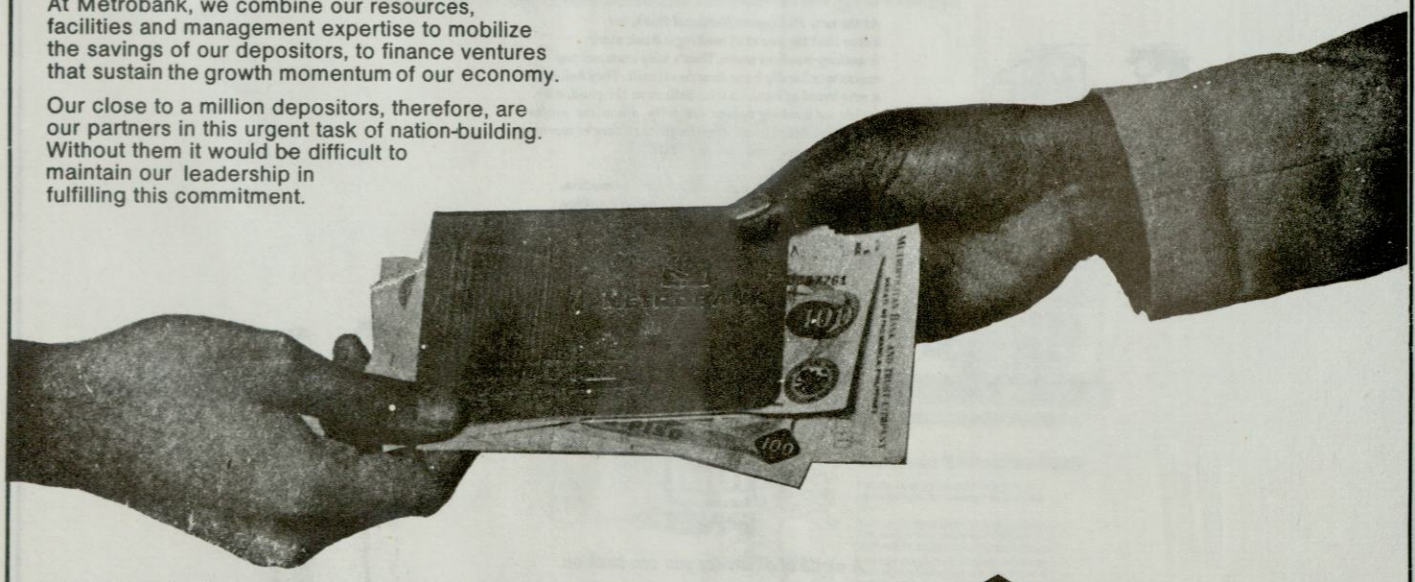

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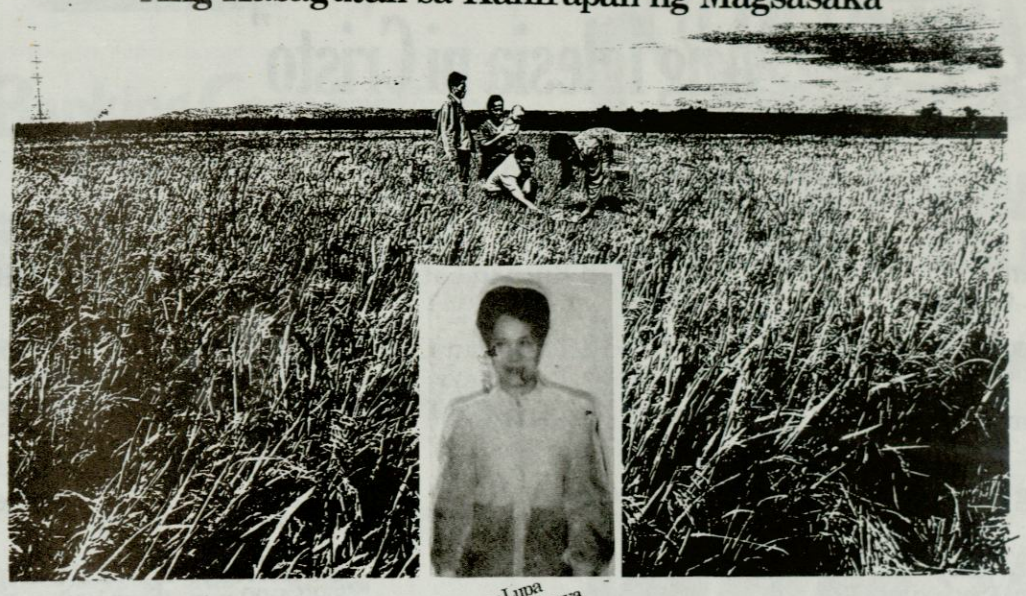

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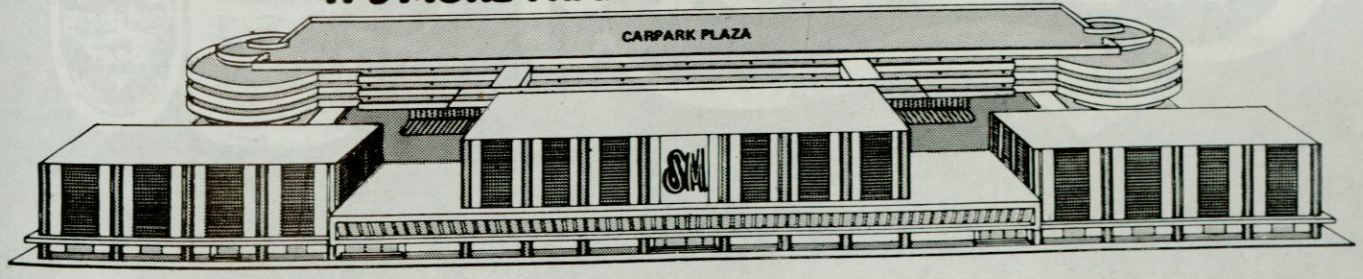

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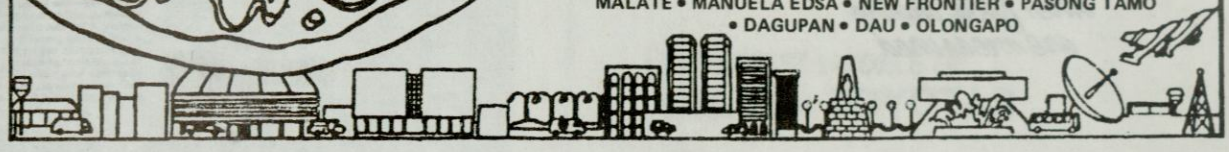

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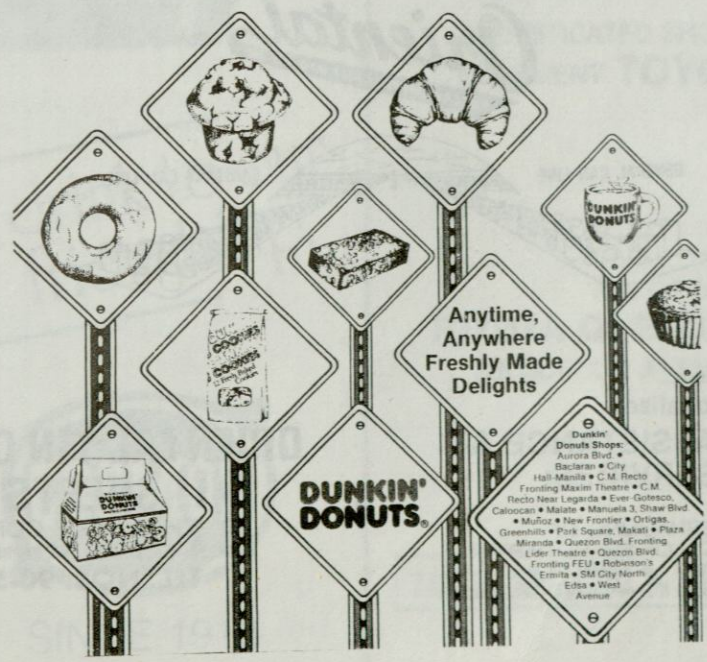

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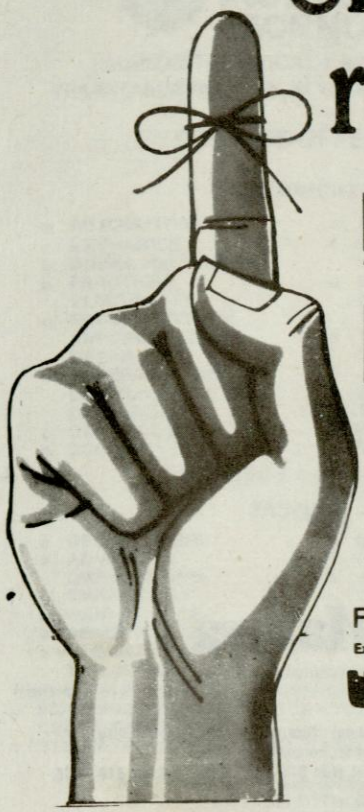

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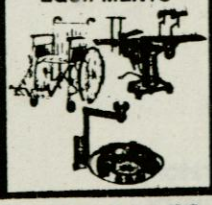

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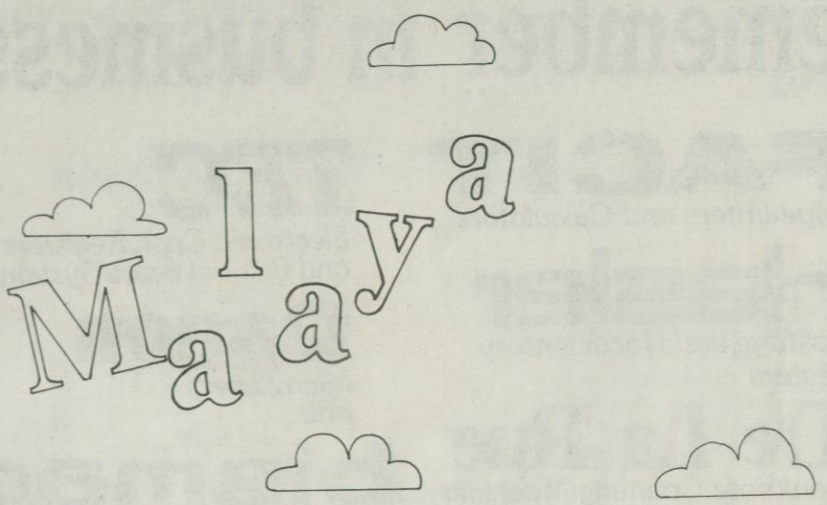

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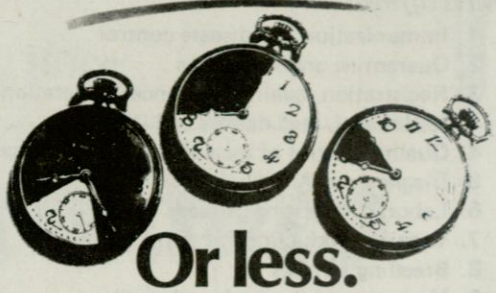

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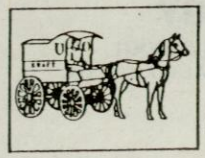
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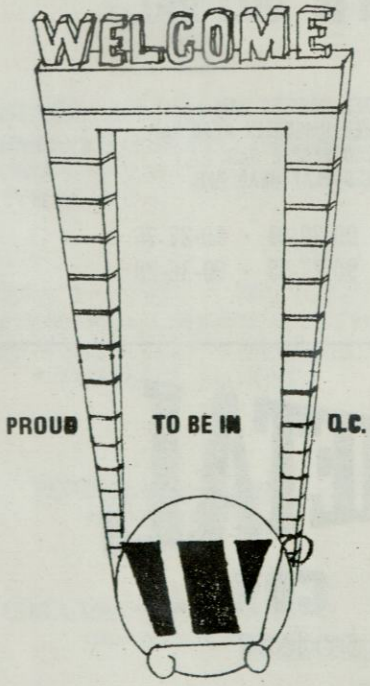

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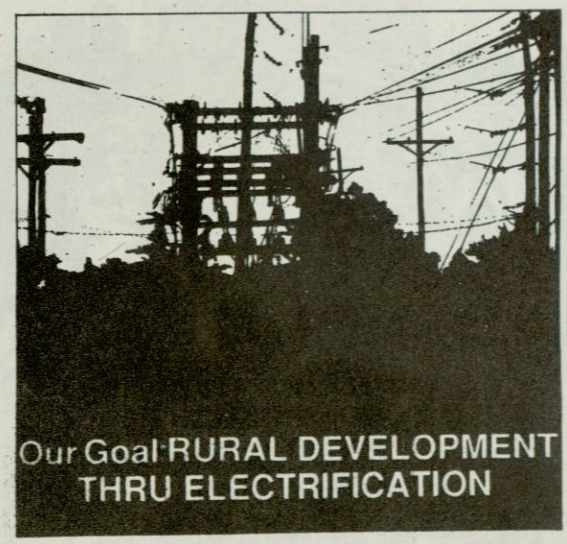

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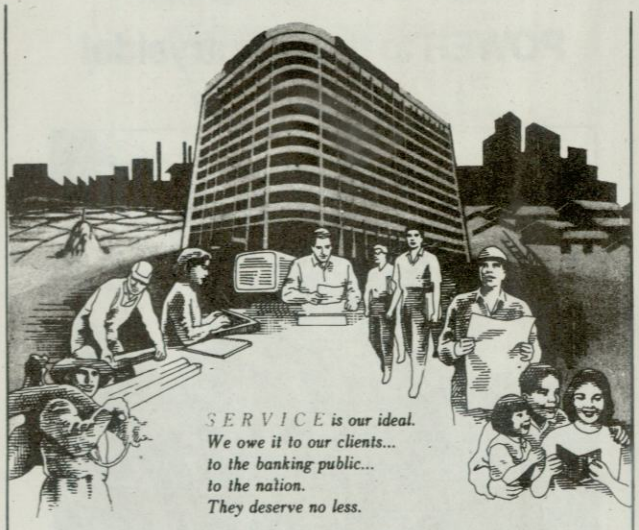

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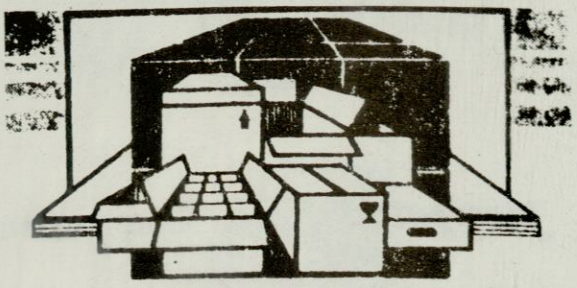

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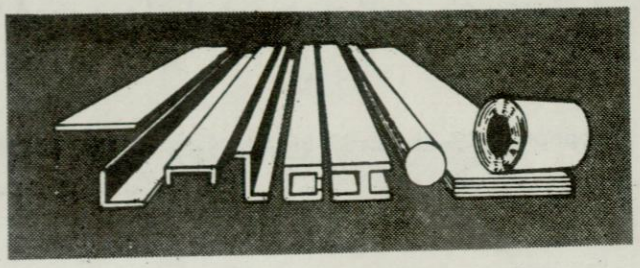

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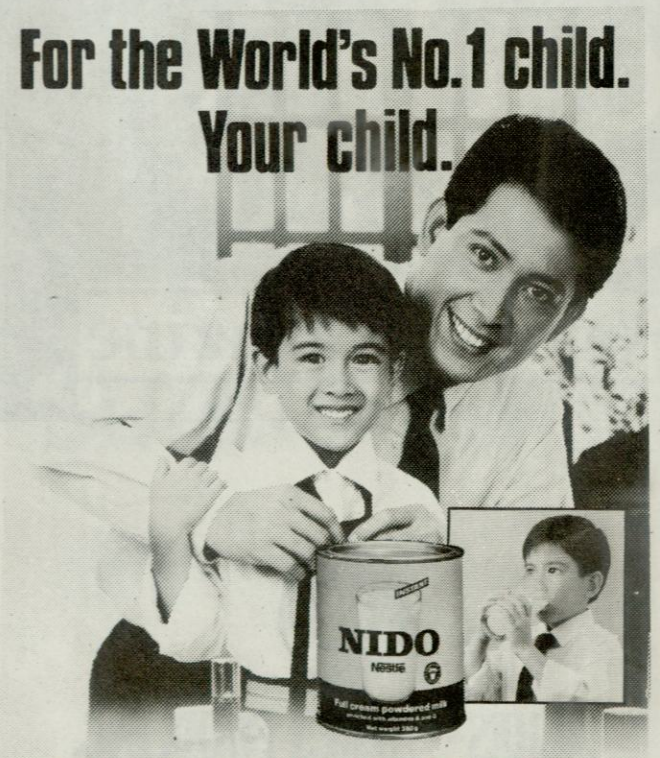

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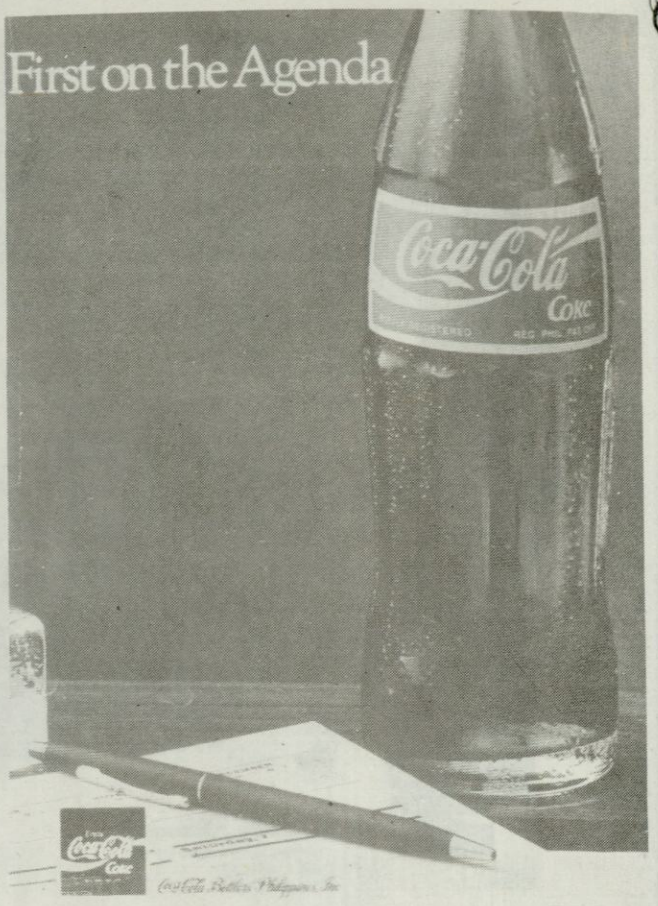

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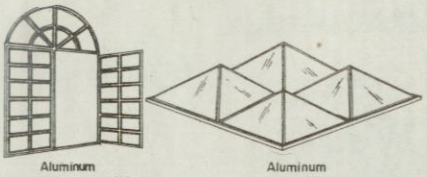
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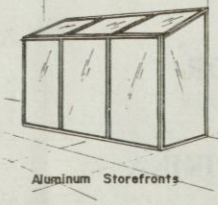
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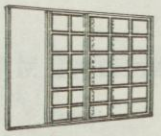
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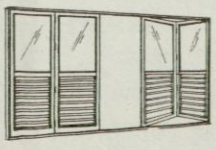
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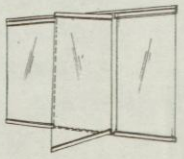
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2 Egea St., Quezon City Tel. # 922-6145

ACEBEDO TRADING COMPANY
Don Mariano Marcos Avenue, Tandang Sora, Quezon City Tel. # 833-4634

ARANETA CARS
1 Araneta Avenue, Quezon City
Tel. # 62-41-15

DENSO MOTOR SALES, INC.
27 G. Araneta Avenue, Quezon City, Metro Manila Tel. # 603911 / 608335 / 623491

CORPORATE PROTECTION SERVICES PHIL. INC.
2nd Flr. Comtrade Bldg., 484 G. Arancta Avenue, Quezon city Tel. # 731-2970

SMOKEY'S ARAYAT
Genato Bldg., Irid Cor. Arayat Sts., Cubao, Quezon City Tel. # 721-1127

ALTA CINEMA
902 Aurora Blvd., Cubao, Quezon City
Tel. # 921-3489

FARMERS COMPUTER PALACE
Lower Ground Flr., New Farmers Plaza, Cubao, Quezon City

AMBROSIA NATIVE LECHON
c/o EDGAR V. CRISOLO
4 Mapagmahal St., Pinahan, Quezon City
Tel. # 921-68-77

EDGAR V. CRISOLO
NINO BONITOS NATIVE LECHON
4 Mapagmahal St., Pinahan, Quezon City Tel. # 921-68-77

GONZALES JEEP CHASIS MFG.
86 A. Bonifacio St., Quezon City
Tel. # 731-81-45

FRIENDLY GENERAL MERCHANDISING
195 Retiro St., Quezon City

NENNESSY GROCERY
850 Aurora Blvd., Cubao, Quezon Cit
Tel. # 70-27-16

MOISES M. SALONGA, JR.
M. SALONGA & CO., CPA
205 BPI Bldg., Cubao, Quezon City
Tel. # 994763 / 964206

V. AMANTE MOTORS
164 A. Bonifacio Avenue, Quezon City

HENRY MEMORIAL SERVICE INC.
88-A Bonifacio Cor. Gen. Tinio, La Loma, Quezon City Tel. # 731-1599

LOST EDEN DISCO CLUB
EDSA, Cubao, Quezon City

BUHAY SECURITY & PROTECTION AGENCY, INC.
708-E Aurora Blvd., Quezon City
Tel. # 722-0709 / 722-2723

REMEDIOS M. CHIPECO
3 Internationale Shopping Plaza, G. Araneta Avenue, Quezon City
Tel. # 61-37-63

PANCIT NG TAGA MALABON
Chain of Native Restaurant Fiesta Carnival Arcade, Times Square Avenue, Araneta Center, Cubao, Quezon City Tel. # 921-2780

HIGH-DESERT PHILS., INC.
Suite 102, S. Medalla Bldg., Cubao, Quezon City Tel. # 921-2601 Loc. 24 or 65

SUPERIOR COMMODITIES & SERVICES INTERNATIONAL, INC.
101 Medalla Bldg., EDSA, Cubao, Q.C.
Tel. # 921-0989 / 921-9425

CRUSADERS MEDICAL SURGICAL CLINIC & LABORATORY, INC.
Culmat Bldg., Ground Floor Room 105, 127-133 E. Rodriguez Sr. Ave., Quezon City
Tel. # 721-1041 Loc. 26

SOUTHEAST ASIA EXTENSION PROGRAM
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KOI JAPANESE RESTAURANT
Gen. Aguinaldo, Cubao, Quezon City
Tel. # 947-0776 / 921-2643

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HOK CHUI HOUSE
557 Banawe Corner Samat St., Quezon City Tel. # 732-2443

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PEDY T. BERCERO - Mgr.
1194 EDSA, Quezon City Tel. # 780496

BDM TRADING
214 A. Bonifacio, Quezon City

METRO SUPERMART
1050 E.. Rodriguez St., Quezon City
Tel. # 702684

COLUMBIA PLAZA CORP.
Aurora Blvd., Corner Imperial St., Cubao, Quezon City Tel. # 968633 or 53

EXCELSIOR
Rm. 1101 Aurora Tower, Cubao, Quezon City

MARKET ASSOCIATION DIVISION
Roxas Public Market Vendors & Retailers Credit Cooperative, Inc.
Hyacinth, Roxas District, Quezon City

MR. ALFREDO A. GAMBOA
TERESITA AZUR
CARLOS G. EUGENIO
ESTELA C. RACHO
ELSIE G. SIA

EDMUNDO CHUA
1106 Quirino Hi-Way, Novaliches, Quezon City Tel. # 906312

AMELIA UMAYAM
Mercury Drug, Fairview, Quezon City

MICHAEL M. LU
4 Luciano Estrada St., Tierra Piera, Quezon City

DR. MANUEL J. BRANA
Barangay Pasong Putik, Lagro, Quezon City Tel. # 904235

CAROUSEL BAKESHOP, INC.
SML Mansion, 934 Aurora Blvd., Quezon City Tel. # 722-2550

THE MATTRESS CITY
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Tel. # 985312 / 964730

AUTOMATIC CENTRE
Araneta Center, Cubao, Quezon City
Tel. # 868631

SOCORRO PHARMACEUTICAL LABORATORIES
831 EDSA, Corner Scout Albano, Quezon City Tel. # 987460 / 983907

CULMAT REALTY CORPORATION
127-133 E. Rodriguez Sr. Avenue, Quezon City Tel. # 721-1041 Loc. 47 / 48

McDONALD'S STA. MESA
Aurora Blvd., Corner G. Araneta Ave., Quezon City Tel. # 606140 / 606152

FILIPINAS AUTO SALES
440-B G. Araneta Avenue, Quezon City
Tel. # 711-2599 / 711-8521

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Aristocrat Bldg., Araneta Center, Cubao, Quezon City Tel. #

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35 North Avenue, Diliman, Quezon City
Tel. # 969185 / 967770 / 969056 loc. 27

GOLDEN FLAMES DISCO HOUSE
Gen. Pedro R. Balbanero Philam Homes, Quezon City Tel. # 968665

BLUE BONNET BAKESHOP
967 EDSA, Philam Homes, Quezon City
Tel. # 974162

GROOVY - I
1085 EDSA, Corn. Bulacan St., Quezon City Tel. # 990495

ST. FRANCIS GUIDANCE SCHOOL
St. Dominic No. 12, Novaliches, Quezon City

BALARA ACADEMY
Don Mariano Marcos Avenue, Quezon City
Tel. # 977186

SAN MIG PUB & RESTAURANT
Ali Mall, Araneta Center Cubao, Quezon City Tel. # 921-2988 / 921-3837

SEAFOODS PLAZA MARKET & RESTAURANT
1616 Quezon Avenue, Quezon City
Tel. # 922-3108 / 922-0127

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Tel. # 983059 / 973709 / 972792

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16 West Avenue, Quezon City
Tel. # 980691/to 93/987171/992786/973314

ALAVAR SEAFOODS RESTAURANT, INC.
29 West Avenue, Quezon City
Tel. # 994289

GRAND BINGWIT
Delta, Quezon Avenue, Quezon City
Tel. # 922-8556

ABRAHAM S. SANTOS
20 Lopez Jaena, Quezon City
Tel. # 712-2225

MILA'S SPECIAL LECHON
69 Calavite, La Loma, Quezon City
Tel. # 714-5403 / 731-4193

BROADWAY CENTRUM CONDOMINIUM CORPORATION
Aurora Blvd., Cor. Dona Juana Rodriguez Avenue, Quezon City
Tel. # 789589 / 722-2793

BODEGA CITY
1121 Quezon Avenue, Quezon City
Tel. # 952051 / 952061

DALLAS CALTEX SERVICE CENTER
166 T. Morato, Quezon City
Tel. # 922-6234

BISTRO RJ
Quezon Avenue, Quezon City

GOLDEN PEARL SEAFOODS RESTAURANT
91 West Avenue St., Quezon City Tel. # 967922 / 988235

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91 West Avenue St., Quezon City Tel. # 967922 / 988235

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Lagro, Quezon City

UTILITY ASSURANCE CORPORATION
Rm. 225 BPI Bldg., Cubao, Quezon City
Tel. # 989790 / 990337

ARIES PARTS SUPPLY & ENG'G.
599 Araneta Bldg., Cubao, Quezon City
Tel. # 732-0235 / 712-2589

KITANLAD MOTOR SALES INC.
643 Araneta Avenue, Quezon City Tel. # 712-2264

KASA MOTOR SALES CORP.
113 E. Rodriguez Sr. Ave., Quezon City
Tel. # 732-1906 / 732-2138 / 741-7621

MR. & MRS. ENRIQUE ZABARTE
Sacred Heart Academy 1155 Quirino Highway, Novaliches, Quezon City Tel. # 90-21-54

CELINE HIGH FASHION BOUTIQUE SM CITY
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Unit 0, Timog Commercial Complex, # 5 Timog Along Panay Avenue, Q.C.
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29 Panay Avenue, Quezon City
Tel. # 921-7882

MAX'S ERMITA INC. -- CUBAO BR.
ACT Bldg., EDSA Cor. Aurora, Cubao, Quezon City
Tel # 921-3999

GLOBE-MACKAY CABLE & RADIO CORP
Dona Consolacion Bldg., Araneta Commercial Center, Gen. Santos St., Quezon City
Tel. # 921-2148 / 921-2149

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CAFE AURORA RESTAURANT
612 Paraiso St., San Juan, M.M.
Tel # 781550 / 780606

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Marikina Shoe-Expo, Cubao, Quezon City
Tel. # 921-2542 / 921-3147

F & B INTERNATIONAL, INC.
A & W FAMILY RESTAURANT
3rd Floor, Midway Court Bldg., 241 EDSA, Greenhills, Mandaluyong, Manila
Tel. # 722-5991 to 94

PROFESSIONAL ACADEMIC PLANS, INC.
2nd Floor,NDMC Bldg., 104 Gamboa St., Legaspi Village, Makati, Metro Manila
Tel. # 819-2806

ASIAN INSTITUTE OF APPLIED ELECTRONICS
5/F Prudential Bank Bldg., Cubao, Quezon City Tel. # 99-27-72 / 82 /69

COOPERATIVE UNION OF THE PHILIPPINES, INC.
A. Roces Avenue Cor. Mother Ignacia St., Quezon City Tel. # 99-10-73 / 96-75-34

JEWELCRAFT PAWNSHOP OF MILADAY JEWELS
BPI Arcade Bldg., Aurora Blvd., Quezon City Tel. # 97-38-34

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No. 5 Unit-H Timog Avenue, Q.C.
Tel. # 992423 / 976705

PIN-LO HOT POT AND SEAFOOD RESTAURANT
No. 5 Unit-H, Timog Aenue, Q.C.
Tel # 992423 / 976705

MEN'S ROOM MUSIC DEN
46-D Timog Avenue, Quezon City
Tel. # 922-7375 / 997882 9978

THE HIPPO GRILL
MR. JOHN NGO
5 F & G Timog Avenue, Quezon City
Tel. # 97-63-36

L' ALFARE MUSIC LOUNGE
132 West Avenue, Quezon City
Tel. # 990559

CHICKEN BENEDICT
K-I Timog CommercialCenter, Quezon City
Tel. # 977533

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35 A-1 Timog Avenue Cor. Panay Avenue, Quezon City Tel. # 984863 / 989801

MEADOWS FOODMART
2nd Level, SM City Carpark, Quezon City
Tel. # 97-49-25

WAITING POINT COCKTAIL LOUNGE
35 Standford, Cubao, Quezon City

BASSWOOD LUMBER & CONSTRUCTION SUPPLY
1704 (476) Quezon Avenue Corner EDSA, Quezon City, Metro Manila
Tel. # 922-1941 / 98-0504 / 968098 / 963955

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1904 Sandejas St., Pasay City Tel. # 500390

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847 Phase 1 & 2 Tabora Street, Manila
Tel. # 408466 / 499898

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Tel. # 975958 / 978839 / 989201

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719 Cubao,EDSA, Quezon City
Tel. # 922-7758 / 99-21-80

HAPPY SAUNA
373 E. Rodriguez Avenue, Quezon City
Tel. # 721-7252

HAPPENINGS DISCO CLUB
Quezon Avenue, cor. EDSA, Quezon City

JACINTO PIANO CORP.
c/o MR. DANIEL DIAZ
Quezon Avenue, Quezon City Tel. # 975444

BAYANIHAN AUTOMOTIVE CORPORATION
332 Araneta Avenue, Quezon City Tel. # 616157

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Km. 19 Quirino Hi-Way, Novaliches, Quezon City

DORY'S CHOPSUEY HOUSE
982 Quirino Highway, Novaliches, Quezon City Tel. # 90-10-10

EAST DRAGON SEAFOOD RESTAURANT
2nd Floor, SM City, North EDSA, Quezon City Tel. # 983662 / 968537

KENG HUA PAPER PRODUCTS
516 Nueva St.,Manila Te. # 72101

LAMBAT RESTAURANT
1609 Quezon Avenue, Quezon City
Tel. # 998359 / 969708

MRS. TERESITA LIGGAYU
FAIRVIEW MINIMART
111 Fairview Avenue, Fairview Subdivision, Quezon City

BODY MACHINE
Quezon Avenue, Quezon City
Tel. # 741-3085

LIBERTY OIL FACTORY, INC.
1142 EDSA, Balintawak, Quezon City
Tel. # 351150 / 351239

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R.L. Susano Commercial Complex, Novaliches, Quezon City Tel. # 906318

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753 EDSA, Quezon City Tel. # 987865 / 973111

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378 E. Rodriguez Sr. Ave., Quezon City

ORIENT LUMBER CORPORATION
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TAMARAW SECURITY SERVICE, INC.
Victoria House, 1853 E. Rodriguez Sr. Blvd., Cubao, Quezon City Tel. # 976646 976648

REMAR THEATRE
Aurora Blvd., Cubao, Quezon City
Tel. # 984838

TIMES TRANSPORTATION CO., INC.
EDSA, Corner New York Street, Cubao, Quezon City Tel. # 970-3570 and 970-3577

FLORIAN PRINTING PRESS
29 Panay Avenue, Quezon City
Tel. # 921-7882

SPONSORS

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721-C Quirino Hi-Way, San Bartolome, Novaliches, Quezon City Tel. # 90-45-21

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Rm. 105 Medalla Bldg., Cubao, Quezon City Tel. # 921-26-36

MGM MARKETING SERVICES
202-S Medalla Bldg., Cubao, Quezon City Tel. # 922-7543

CK BAKERS' CENTER, INC.
1200-K EDSA, Quezon City Tel. # 96-66-46

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PSF CONSTRUCTION & DEV. CORP.
Rm. 208 Kaimo Bldg., 101 Quezon Avenue, Quezon City Tel. # 711-4438 / 712-0565

MRS. TERESITA P ZURBANO
1417 E. Rodriguez Avenue, Quezon City
MONTE CARLO DISCO PUBHOUSE

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PEACH GARDEN RESTAURANT
19 Timog Avenue, Quezon City
Tel. # 951105

SEAMARK ENTERPRISES INC.
Quezon City Association of Filipino-Chinese Businessmen, Inc.

DACO JUNK SHOP
1295 A. & BB, EDSA, Quezon City
Tel. # 352122

MOLDEX PRODUCTS INC.
3 Times St., West 6th, Quezon City
Tel. # 951041 to 47

JR ENTERPRISES
45-E Agno St., Quezon City

WAS AUTO SUPPLY – 1/4 Page
128 Banawe St., Quezon City
Tel. # 712-3104 / 712-3112 / 712-3097

SANKIE MOTOR PARTS
41 banawe St., Quezon City
Tel. # 712-3442

CARRY-ALL CLUTCH & BRAKE LINING CENTER CORPORATION
1 Banawe Street, Quezon City
Tel. 3 712-1789

DAIWA AUTO & ELECTRICAL PARTS
59 Banawe St., Quezon City
Tel. # 732-1222 / 732-1219

ABC CONSTRUCTION SUPPLY
2120 Commonwealth Avenue, Quezon City

LUCKY TWO MOTOR PARTS
59 Banawe St., Quezon City
Tel. # 711-4044 / 712-1102

BANAWE CAR CARE CENTER CORP.
190 Banawe St., Quezon City
Tel. # 712-0988

BLESSED MARKETING
BENITO TAN
61 Banawe St., Quezon City
Tel. # 712-0337

NBC CONSTRUCTION SUPPLY
312 Don Mariano Marcos Ave., Quezon City Tel. # 981776

NBC CONSTRUCTION SUPPLY
372 Don Mariano Marcos Ave., Quezon City Tel. # 981776

NBC CONSTRUCTION SUPPLY
372 Don Mariano Marcos Ave., Quezon City Tel. # 981776

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Action Lumber & Hardware
919 E. Aurora Blvd., Cubao, Quezon City
Tel. # 922-5457

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11 G. Araneta Avenue, Quezon City
Tel. # 619290

PETER & COMPANY
83 Quirino Highway, Balon Bato, Quezon City Tel. # 361-1919

SY YAN / CHU LAY
910 Aurora Blvd., Cubao, Quezon City
Tel. # 921-3345 / 921-3347

RYAN INTERNATIONAL
67 Banawe St., Quezon City
Tel. # 712-0882

WALCO MOTOR SALES
17 Banawe St., Quezon City
Tel. # 711-0299 / 711-0277

LAM HIENG COMMERCIAL
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NBC CONSTRUCTION SUPPLY
372 Don Mariano Marcos Avenue, Quezon City

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ANTON ENTERPRISES
L. Castillo St., Don Manuel, Quezon City

POLLUX METAL PRODUCTS
9-11 Malasimbo St., Quezon City

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112 Mauban St., Quezon City

RUTH BINAS
DRAGON CHICKS
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CENTROTA AUTO AIR CONDITIONER
1010 Katipunan Rd., Cor. Aurora Blvd., Quezon City Tel. # 792019 / 721-6747

QUORUM MUSIC LOUNGE
MUSICAL REVIVAL OF THE OLDIES
79 Timog Avenue, Quezon City

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140 N. Domingo St., Cubao, Q.C.
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27 N. S. Amoranto St., Quezon City

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GRAYHOOD MOTOR SALES
107 West Avenue, Quezon City
Tel. # 922-1905

JONI'S CAKES & PASTRIES
Gen. Aguinaldo, Cubao, Quezon City
Tel. # 922-7725

EXCELLENCE PACKAGING CORP.
947 EDSA, Quezon City
Tel. # 922-6812 / 969747

JAZZ RHYTHMS
83 Timog Avenue, Quezon City
Tel. # 613363

PILIPINAS BANK
810 EDSA, Quezon City

R. MILAN ATADERO PAWNSHOP & JEWELRY II
997 Quirino Highway, Novaliches, Quezon City

AMERICAN HOME ASSURANCE COMPANY
100 Alvarado St., Legaspi Village, Metro Manila Tel. # 921-3028 / 922-4139

N. DAVID MARKETING
848 EPS, Quirino Hi-Way, Novaliches, Quezon City

DIESEL KIKI CENTRAL SERVICE CENTER
Fema Rd. Cor. EDSA, Balintawak, Quezon City Tel. # 990178

LFP INTERNATIONAL PLACEMENT CORPORATION
26 Stanford St., Cubao, Quezon City
Tel. # 921-7554

PRECISION DEVELOPMENT CORPORATION
1 Manansala St., Corinthian Gardens, Quezon City Tel. # 721-3216

JUANITO T. DIZON
Aurora Billiard Hall Cubao, Quezon City
Tel. # 922-9887 / 702843

SIENA COLLEGE
Del Monte Avenue, Quezon City
Tel. # 712-3668

COOPERATIVE FOUNDATION PHILS. INC.
2nd Floor, CUP Bldg., Roces Avenue, Quezon City Tel. # 991943

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Gen. Romulo St., Cubao, Quezon City
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DIONISIO CASTRO
614 A. Bonifacio Avenue, Balintawak,
Quezon City Tel. # 347368 / 362-0945

JONA'S NATIVE LECHON
63 Calavite St., La Loma, QuezonCity
Tel. # 741-8273

MASIKAP GENERAL MERCHANDISE
612 Bonifacio Avenue, Balintawak, Quezon
City Tel. # 351902 / 351906

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Roxas Avenue, Cubao, QuezonCity
Tel. # 921-2243

BUILDEC, INC.
BPI Arcade, 2/F Room 227, Aurora Blvd.,
Cubao, Quezon City Tel. # 99-94-96

C.C. BARLETA MACHINE SHOP
685 Aurora Boulevard, Quezon City
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TROPICAL MOTORIST CENTER
Kamias Corner Anona St., Quezon City
Tel. # 922-6530 / 922-6811

ROMULO T. DE LEON III
Shooters Guns & Ammo. Store 918 B. Reyes
Bldg., Aurora Blvd., Cubao, Quezon City
Tel. # 922-1139

JOHN ELYSSE EXOTIC HOME DECORS
F9 UGF New Farmers Plaza, Quezon City
Tel. # 922-9113

NADINE'S BAKESHOP
114 Tomas Morato Avenue, Quezon City
Tel. # 922-5889

UNIQUE VISION CENTER INC.
SM Carpark, North EDSA, Quezon City

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Suite 312, Diamond Bldg., 603 EDSA,
Cubao, Quezon City Tel. # 773568 / 773593

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50 New York St., Cubao, Quezon City
Tel. # 921-5357

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JORGE'S PORTRAIT STUDIO
111 Tomas Morato, Quezon City
Tel. # 721-8006 / 98-10-21

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3rd Floor, Prudential Bank Bldg., Aurora
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971095

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26 N. Domingo St., Quezon City
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248 N.S. Amoranto Avenue, Quezon City
Tel. # 731-1669

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311 N.S. Amoranto Avenue, La Loma
Quezon City

ENGR. SIDNEY F. CAMPOS
Commonwealth Avenue near Corner
Tandang Sora, Diliman, Quezon City

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694-5 A. Bonifacio Avenue,
Balintawak, Quezon City
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ECHEIN MOTOR SUPPLY
694-5 A. Bonifacio St., Quezon
City Tel. # 362-4990

LORNA BULANADI
DESIGNER'S
COLLECTIONS
116 Capetown St., P.G.P.V.
Tel. # 721-2256 / 998697

WILSON LEE
BIKE CITY
Gen. McArthur St., Cubao,
Quezon City Tel. # 922-5691

CLEAR ELEGANCE
2nd Floor, Ali Mall, Phase I,
Cubao, Quezon City

JEKALA GENERAL
MERCHANDISING
902 Aurora Blvd., Cubao,
Quezon City Tel. # 921-3217

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15F-33 Ali Mall Phase I,
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358 G. Araneta Avenue,
Quezon City
Tel. # 60-5061 to 63

JOSEFINA LIBAN
491 Aurora Blvd., Cubao,
Quezon City
Tel. # 922-9128 or 29

NAPOLEON LANTING
11 Molave St., Project 3,
Quezon City

JOHNNY C. ONG
Don Mariano Marcos Avenue,
Quezon City Tel. # 99-79-21

MR. & MRS. SAMMY ONG
Big A. Tandang Sora Avenue,
corner Don Mariano Marcos
Ave., Quezon City
Tel. # 99-75-61

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294 Visayas Avenue, Quezon
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727 EDSA, Quezon City

ROWENAPOSCABLO
967 Quirino Hi-Way,
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103 E. Rodriguez Avenue,
Quezon City Tel. # 712-1456

VIRGIES SAMSON
692 Old Balara, Tandang
Sora, Quezon City

KENG TIAN JR.
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Heights, Quezon City

ROGELIO T. UYTIONGCO
2309 Moises St., Jordan
Plains, Quezon City
Tel. # 90-34-01

ERLINDA VALBUENA
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Quezon City

AGNES ALHAMBRA
113 K-E St., Kamuning,
Quezon City Tel. # 98-69-43

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Manila Tel. # 60-38-30

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Tel. # 721-4578

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Tel. No. 711-9740
/712-2662/732-0548

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G.I.S. MILLER TIRES SUPPLY
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Tel. No. 79-09-84/98-77-07

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Tel. No. 921-3140

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259 N.S. Amoranto Avenue, La Loma, Quezon City
Tel. # 731-5993

BULACAN SWEETS & DELICACIES CENTER
57 Retiro St., Quezon City
Tel. # 731-8258

ESPERANZA'S
T. Morato, Quezon City

MR. PHILIPPE LHUILLIER
P. Lhuillier Pawnshop & Jewelries Farmers Plaza, Cubao, Quezon City
Tel. # 922-9328

MR. PHILIPPE LHUILLIER
P. Lhuillier Pawnshop & Jewelries Farmers Plaza, Cubao, Quezon City
Tel. # 922-9328

MR. RAMON RIVERO JACKMART SHOES
Farmers Plaza, Cubao, Q.C.

MUWEBLES
2nd Floor, Ali Mall II Cubao, Quezon City

KAMUNING PAINT CENTER
63 Kamuning Road, Quezon City Tel. # 95-26-65

SENA SAN FASHION BOUTIQUE
Dona Julita Bldg., 112 K-E St., Cor. Kamuning Road, Q.C. Tel # 96-15-46

OBSESSION SALON FOR MEN & WOMEN
106-A San P. Bautista, Quezon City tel. # 98-23-80

ELIZABETH VELASCO
Ely's Kambingan 102-A Mendoza Bldg., Kamuning Road, Quezon City Tel. # 98-88-87

NUELSON GENERAL SALES
700-A Del Monte Avenue, Quezon City
Tel. # 711-0080

HOT CUT
33-B Kamuning Road, Quezon City

ATLAS DRUG
990 Del Monte Avenue, Frisco, Q.C.

TNC COMMERCIAL
76 Anonas St., Project 2, Quezon City Tel. # 922-7847

NEW HOPE PRINTERS
E Rodriguez Avenue, Cubao, Quezon City Tel. # 98-09-24

AMERICAN CARPET CO., INC.
9-B New York St., Quezon City Tel. # 922-9664

SANGLAAN CEBUANO I
Novaliches, Quezon City

LE JON
36 Lower Ground Floor, New Farmers Plaza, Cubao, Quezon City Tel. # 921-3174

LOVE BEAUTY CENTER
LGF Farmers Plaza, Cubao, Quezon City
Tel. # 947-8105/ 922-2420

TRANQUILINO S. ROVERO
Rozas Pawnshop & Jewelry Store New farmers Plaza, Cubao, Quezon City
Tel. # 921-3631

E. PEREZ OPTICAL
Gen. Malvar, Cubao, Quezon City Tel. # 921-3650

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DONORS

CONNIE S. MIRANDA
LA CONNIE BEAUTY CENTER
LA CONN'E HAIR SALON
Cubao, Quezon City Tel. # 921-7259

BRISTOL SHOES
Marikina Shoe Expo - Cubao, Quezon City Tel. # 947-1728

MABLE CHUA
CHINA PET CENTER PHIL.
110-D Gen/. Malvar St., Cubao, Quezon City Tel. # 921-3806 or 07

ADOLPH ENTERPRISES, INC.
Gen. Roxas, Cubao, Quezon City

POPPOY TOY BALLOONS & PARTY NEEDS
123 Tomas Morato Avenue, Quezon City Tel. # 984359 / 983372 / 922-9779

DOMINIC'S PARTY WORLD
133 T.B. Morato Avenue, Quezon City Tel. # 997739° / 989448

THE WINE EXCHANGE
265-D T. Morato Cor. Sct. Rallos, Quezon City Tel. # 98-76-29

HE HOMES ENTERPRISES
T. Morato Avenue, Quezon City

ANNABEL'S
194 Tomas Morato Quezon City Tel. # 99-67-10 / 922-7879

ROALD PAWNSHOP
Fiesta Carnival Arcade, Cubao, Quezon City Tel. # 921-2532

JULIE C. UMEREZ
UNIQUE PAWNSHOP
3 Charleyville St., White Plains, Quezon City Tel. # 721-28-53

LIGHTLINE
VISION CENTER
764-A Tandang Sora Avenue, Cor. venus St., Quezon City Tel. # 97-83-60

REGINE REFRIGERATION & HARDWARE
963-A Del Monte Avenue, Quezon City Tel. # 96-47-22

ABLAZA PAWNSHOPS
79 Tolentino St., San Francisco Del Monte, Quezon City Tel. # 98-20-39

MR. GREG EVANGELISTA
Prop. & Master Cutter
SARILING LIKHA
201 Del Monte Avenue, Frisco, Quezon City Tel. # 96-33-86

MR. ELPIDIO J. VALENTINO
- President
VALENTINO SHOES, INC.
48 Malaya St., Malanday, Marikina, Metro Manila Tel. # 947-8862 / 947-2141

L.A. CRUZ SHOE FACTORY
Door 54, Marikina Shoe Expo, Cubao, Quezon City Tel. # 921-31-26

MR. NUMERIANO H. HERNANDEZ
NOMERSON
2nd Flr., Farmers Plaza, Cubao, Quezon City Tel. # 921-9689

GARCIA'S MOTORIST CENTER
Retiro Cor. Apo, La Loma, Quezon City Tel. # 732-43-35

TIKIA HAIR STATION
196 B Retiro St., La Loma, Quezon City Tel. # 731-2084

MASTER GAS MARKETING
196 E. Retiro St., La Loma, Quezon City Tel. # 731-1819

MRS. YOLANDA SALVADO
TRI-J BAKE SHOP
55 Retiro St., Cor. Isarog, La Loma, Quezon City Tel. 731-2091

ISUDA ENTERPRISES
200 Retiro St., La Loma, Quezon City Tel. # 741-0723

ABM PROMOTION
838 Aurora Blvd., Quezon City Tel. # 79-47-49

RUDY'S PAWNSHOP
75 Retiro Cor. Ipo Sts., Quezon City Tel. # 741-1712 / 741-1713

PRODENCE GENERAL MERCHANDISING
E. Rodriguez Sr. Avenue, Quezon City

AGUIRRE LOAN COMPANY
1400 Quezon Avenue, Quezon City Tel. # 922-6033

OPTICAL GALLERY PHILS.
3 RGH Bldg., Corner Timog & Panay Avenue, Quezon City Tel. # 98-12-17

JACK MART SHOES
Farmers Plaza, Cubao, Quezo City

EMMANUEL U. PEREZ
PEREZ OPTICAL
61 Araneta, Cubao, Quezon City
Tel. # 921-3536

D'ACE SPORTING GOODS & TAILORING SHOP
993-I Quirino Highway, Novaliches, Quezon City Tel. # 90-35-43

YOKOHAMA SUNRISE COMPANY INC.
886 Quirino Hi-Way, Gulod, Novaliches, Quezon City Tel. # 90-40-52

MUNOZ DRUG
2-A Belo Building, Roosevelt Avenue, Corner Dangay St., Veterans, Quezon City

CELICA A/S BATTERIES
42-C Roosevelt Avenue, Quezon City Tel. # 921-58-34

THOMAS A. CANTOR
PHILIP FASHION INTERNATIONAL
33 A & B Timog Avenue, Quezon City Tel. # 952927 to 98

VIDEO MOTION
114 Kamuning Road, Quezon City Tel. # 921-5834

AUDIOPHILE COMPONENTS INC.
24 2nd Floor, Ali Mall, Quezon City Tel. # 922-8609

PANACOLOR PHOTO SUPPLY
44 Fiesta Carnival, Araneta, Cubao, Quezon City Tel. # 921-26-48

CARMEN T. RAMOS
JUVER'S TAILORING
Fiesta Carnival, Cubao, Quezon City Tel. # 921-2864

FORMACRAFT ENT. INC.
723 Aurora Boulevard, Quezon City Tel. # 721-2559

BAGUIO CAR AIRCON CENTER
33-C Timog Avenue, Quezon City Tel. # 95-29-41

DANSEL GROOM SHOP
Timog Avenue, Quezon City

MOTHER IGNACIA DRUG HAUS
33 F Timog Avenue, Quezon City

BLUE HEAT
D-1b 2nd Flr. New Farmers Plaza, Cubao, Quezon City Tel. # 922-3712

THE SMILING CHEF
288 T. Morato Cor. Sct. Rallos, Quezon City Tel. # 98-76-29

VYELLA SHOES & BAGS
36-37 Marikina Shoe Expo, Cubao, Quezon City Tel. # 922-3917

JORCELYNN'S JUVEL
E-2 Ground Floor, Farmer's Plaza, Cubao, Quezon City Tel. # 922-9097

CORDERO PAWNSHOP & JEWELRY
New Farmers Plaza, Araneta Center, Cubao, Quezon City

COUNTRY ROAD
B-14 Upper Ground Floor, New Farmers Plaza, Cubao, Quezon City

A. VIRAY GRAVEL & SAND
100 Kamuning Road, Quezon City Tel. # 922-6271

A. BONIFACIO AUTO SUPPLY
24b A. Bonifacio, Quezon City Tel. # 361-0389

PHOENIC DIESEL PARTS CENTER
494-A. Bonifacio, Quezon City Tel. # 361-0389

OSAKA DIESEL PARTS
500 A. Bonifacio St., Balintawak, Quezon City

MASTER CONSTRUCTION SUPPLY
212 A. Bonifacio St., Balintawak, Quezon City Tel. # 355915/356194/361-5030

AVENUE CALTEX SERVICE STATION
540 A. Bonifacio Cor. Tagaytay St., Quezon City
Tel. # 78-25-96

Quezon City – Partners in Progress

DONORS

FELOMENA AVENDAÑO
42 G. Felipe St., SFDM, Q.C.
ANGELINA CANICO
46 San Pedro West Riverside SFDM, Q.C.
ANITA NOBLEZA
Stall No. 54-55 Veg. Section Frisco Market
EMPERATRIZ BARBOSA
95 San Pedro Bautista St., SFDM, Q.C.
ESTIFANIA DAVID
7 Couper St. SFDM, Q.C.
MRS. MA. CRISTINA TORRES
Stall 9 Meat Section Frisco Market
PEPITO NALANGAN
Stall No. 10 Meat Section Frisco Market
MR. ANTONIO RACCA, JR.
Frisco Market, Q.C.
MA. CRISTINA DIMAYUGA
Frisco Public Market, Q.C.
MR. & MRS. JUANITA MANREZA
Frisco Public Market, Q.C.
MR. & MRS. FRANCISCO ESPIRITU
Stall 15 Meat Section Frisco Market
NIDA CLORES
Frisco Public Market, Q.C.
MR. & MRS. RIZALINO LANDICHO
23 Kentucky St., SFDM, Q.C.
LUISITO SOBIENA
No. 30 Meat Section Frisco Public Market
MR. MELCHOR DIOCERA
No. 8 Dry Good Section Frisco Market
MRS. LOLITA TRINIDAD
Stall No. 53-A Fish Section Frisco Market
MRS. IMELDA VICTORIA
140 San Antonio St., SFDM, Q.C.
MRS. ASUNCION CABIADES
No. 26 Fish Section Frisco Market
ILUMINADA ABUCOT
Stall No. 49 Fish Section Frisco Market
MARTINA CALIBOSO
Stall No. 41 Veg. Section Frisco Market
MRS. EUFROCINA MESINA
No. 19 San Vicente St., SFDM, Q.C.
MR. & MRS. ARTEMIO PERALTA
Stall No. 43 Fish Section Frisco Market
MR. & MRS. FORTUNATO RAMOS
32 Corumi St., Masambong, Q.C.
MR. & MRS. BENJAMIN BIBE
Stall No. 31 Fish Section Frisco Mkt
MRS. LUCIA LAGATA
Lot 4 San Vicente Compound SFDM, Q.C.
ROSARIO RAMOS
No. 5 Bahawan St., Masambong Q.C.
FRISCO MARKET
MRS. MODESTA TUAZON
Stall No. G. Sari-Sari Section Frisco Market
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974 Del Monte Ave., SFDM, Q.C.
ROBERTO G. RAMOS
32 Corumi St. Masambong Q.C.
RODRIGA MIRANDA
Frisco Public Market Q.C.
ERNESTO V. ARCANGHEL
Frisco Public Market Q.C.
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Frisco Public Market
ADELIZA P. RAMOS
Frisco Public Market
AMELITA T. RAMOS
Frisco Public Market
RUFINA T. RAMOS
64 San Pedro Bautista St., SFDM, Q.C.
EUGENIA GUERRERO
11, Zamora St., Frisco, Q.C.
PROJECT 2 MARKET
PROJECT 2 PUBLIC MARKET
VENDORS COOP.
Anonas Cor. Kabuli Proj. 2, Q.C.
ASSOCIATION PROJ. 2 MARKET
Project 2 Market, Q.C.
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148 Chico St. Proj. 2 Q.C.
GALAS MARKET
ULPINO GROCERY
Galas Public Market, Q.C.
ULPINO GROCERY
Galas Public Market, Q.C.
ULPINO GROCERY
Galas Public Market, Q.C.
DAPITAN MARKET
GAVINO RICE MILL
San Leonardo N.E.
RAMOS FEEDS DEALER
Dapitan Market Q.C.
PEPING VEGETABLE DEALER
Dapitan Market, Q.C.
CORAZON TUAZON
1146 Blumentritt St., Sampaloc Manila
DANNYS DRESS CHICKEN
Dapitan Market Q.C.
MR. & MRS. MEL PASCUAL
Dapitan Market Q.C.
EMENG BAGSIC VEGETABLE DEALER
Dapitan Market Q.C.
ROSIES FISH DEALER
Dapitan Market Q.C.
JOSE SUMALDE (PCAP)
33 Simoun St., Q.C.
PILAR CHICKEN DEALER
Dapitan Market Q.C.
SAINT VINCENT CHICKEN DEALER
Dapitan Market Q.C.
BERNARDO GUTIERREZ
Dapitan Market Q.C.
ESPIE DRESS CHICKEN
Dapitan Market Q.C.
JULINGS FISH DEALER
Dapitan Market Q.C.
BABY & PATRICIA
B9C Dapitan St., Q.C.
RUFINA LEAL
Dapitan Market Q.C.
LYDIA S. GANTALA
Dapitan Market Q.C.
MERCEDES S. TABAYOC-YAS
Dapitan Market Q.C.
MRS. NATIVIDAD GARCIA
Dapitan Market Q.C.
URSULA D. JALULAN
Stall K 13 Dapitan Mkt. Q.C.
LOURDES E. CRUZ
Mayon Dapitan Market
GALIN, ART, ROSIE, CORA
Dapitan Market
NATIVIDAD DE VICENTE
Dapitan Market
CONCHITA G. MANUEL
A1-A7 Dapitan Market
NICANOR NEBRE
54 P. Kanlaon Q.C.
S.V. ADVENTO GROCERY
Dapitan Market, Q.C.
NORMA & PINANG
Dapitan Market (Fish Dealer)
CORA RAMOS
Dapitan Market, QC
MEDING & DELY
Dapitan Market QC
NENE & DELIA
Dapitan Market
LORNA DIAS
Dapitan Market
ERNESTO TABOR
Dapitan Market
THELMA M. NANAD
Galas Market, Quezon City
EMILIO D. QUIZON
Kamuning Market, Q.C.
JOHN "BOY" GERENIA
Kamuning Market, Q.C.
JB BANANA DEALER AND GEN. MDSE.
Kamuning Market, Quezon City
PLARIDEL D. DALISTAN
Kamuning Market, Quezon City
ANTONIO DE JESUS JIMENEZ
Kamuning Market, Quezon City
ROBERT MENDOZA
No. 447, Mec. Bulacan, Meat Dealer
EULALIO S. LOPEZ
Kamuning Market, Quezon City
BIEN ENCARNACION
Kamuning Market, Quezon City
ATTY. & MRS. AUXENCIO APOSTOL
No. 60, Mahiyain St., Sikatuna, Quezon City
GAUDENCIO C. OZAETA
G-N-A Gen. Merchandise
296 Roosevelt Ave. Jesus St. Quezon City
LIGAYA STORE
Sari-Sari Section Kamuning Quezon City
SRJ BETA RENTALS & DENTAL CLINIC
10 L. Sanghio, Kamuning, Q.C.
KAMUNING TRICYCLE DRIVERS ASSOCIATION
Bgy. Kamuning, Quezon City
SANTIAGO GEN. MDSE.
Project 6, Quezon City
(MRS.) MARINA P. MACASPAC
122, Scout Rallos, Quezon City
ATTY. JOSE SIMON
North Diversion Market Dev. Corp.
RMR. PABLO GARCIA
Sacred Heart Village
ATTY. ALFONSO SALAVANTE
Farmers Market
ATTY. FLORIAN ABALAJON
Muñoz Market
MR. SALVADOR E. RODRIGUEZ
Novaliches Market
MR. LUIS VALENCIA
Arayat Market
MR. ANTONIO LITONJUA
K-Terminal Market
MR. SANTIAGO CATOTO
Triple C Market
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Nepa Q-Mart
MS. ANGELA BATACLAN
Super Talipapa
MS. ESTELA SINDICOLAO
Diliman Mart
MR. ANTONIO SULIT
V Luna Mini Palengke
COL. REYNALDO MALOSANTOS
Proj. 6 Market
MS. JOSEPHINE GO
Seahorse Realty Corp.
MR. ROMEO ROXAS
Pag-asa Market
MR. CELSO MARTIN
Axis Market
MR. RAMON CHUA
Oriental Plaza
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Balintawak Cloverleaf Market
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Gaiety Mart
MR. FERNANDO RAZON
Family Public Market
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M & C Market

Quezon City – Partners in Progress

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Republika ng Pilipinas
Lungsod Quezon
TRICYCLE REGULATION UNIT
(Office of the City Mayor)

LIST OF ASSOCIATION PRESIDENT
As of August 1989

District I-A
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President, Frisco TODA
LEONARDO JUMANTOC
President, San Antonio TODA
BIBINO VINARRAO
President, Veterans Village, TODA
VICTOR GABRIEL
President, Apo TODA, Mayon TODA
DOMINADOR DE JESUS
President, San Jose TODA
REYNALDO RODRIGUEZ
President, Tagaytay TODA
VICTOR SEVILLA
President, Balingasa TODA
VALENTINO BABARAN
President, Banawe TODA
FELIMON LIGSAY
President, Masambong TODA
ROGER BANEZ
President, Sto. Domingo TODA
DANNY DE GUZMAN
President, Road A TODA

District I-B
GIL BANILA
President Baler TODA
JOSE MACAPAGAL
President, Damapatroda
FORTUNATO RAMIREZ
President, Seminary-Gami TODA
NOLI DOLFO
President, Seminary-Cong. TODA
MARQUIAS CORDERO
President, East Road 20 TODA
ERNESTO REYES
President, Bago Bantay TODA

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President, Pag-asa TODA
MARSHAL ROSALES
President, Vasra TODA
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President, Project 6 TODA
HERMAN CAPULONG/
ROGELIO BALONGAG PPLY
President, Quezon Blvd. TODA/
La Naval Coop.
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President, West Baler TODA
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President, San Francisco TODA

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(Don Jose/Ideal)
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President, Payatas TODA
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President, Culiat TODA
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President, Pasong Tamo (Himlayan)
TODA

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President, Bayan Palengke TODA
FERNANDO BAUTISTA
President, Banlat TODA
JOSE APO
President, Tandang Sora TODA
TOMAS MENDOZA
President, GSIS-Village TODA
VIRGILIO LAZO
President, GSIS-Mendez TODA
PATRICIO PASCUAL
President, Baesa TODA
ROGELIO RIVERA
President,Sangandaan TODA
BENJAMIN GALLARDO
President, Balumbato TODA
FERMO SUMAYLO
President, New Era TODA
TIRSO OBICO
President, Del Rey TODA

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HORACIO S. SOLORIA
President, West Fairview TODA
ALFREDO BONGALOS
President, North Fairview TODA
FIDENCIO ILAGAN
President, Lagro TODA
URBANO MANING S. SANTOS
President, Maligaya-Camarin TODA
VICTORIANO CASTANED
President, Kaligayahan TODA
ISAGANI UMALI
President, Greenfields TODA
DOMINADOR BUENAVENTURA
President, Jordan Plains TODA
EDUARDO BAUTISTA
President, Villa Verde TODA

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SEVERINO DEL ROSARIO
President, Novaliches-Deparo TODA
EFREN REYES
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President, T.S. Cruz TODA
IGNACIO DEGOCENA
President, Damo-Amparo-Llano TODA
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President, Palmera Homes TODA
ZALDY FRANCISCO
President, San Francisco TODA
CLETO SALATAN
President, San Bartolome TODA
CESAR CALIXTRO
President, Rockville TODA
MARIO BERNARDINO
President, Seminary Road TODA
RICASIO AGUSTIN
President, Kings Point TODA
RICARDO SELIDIO
President, Bagbag-Sauyo TODA
LODGIE CAOLI
President, San Agustin TODA
PABLO BERNARDO
President, Sunriser Village-Llano-Nova

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President, Loyola Heights TODA
JUANITO ROXAS
President, Old Balara TODA
ELIAS RIVERA
President S.E. Rodriguez TODA
RICARDO FERNANDO
President, B. E. Rodriguez TODA
LUIS LAROCO
President, Quirino TODA
LEO LAJOM
President, Murphy TODA
GUILLERMO SOLIVEN
President, San Roque TODA
FRANCISCO RINGOR
President, Proj. 4 TODA
DOMINGO DUAVE
President, L.V.S. TODA
ROMEO RUMBAOA
President, Camp Aguinaldo TODA

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President, Sikatuna TODA
ROMUALDO PADILLA
President, C.P.-B.V.
AURELIO LEDESMA
President, Philcoa TODA
FRANCISCO FRANCISCO
President, Krus na Ligas TODA

LALLY LIYAG
President, Central TODA
ANTONIO BIGAYAN
President, Cubao TODA
ALFREDO BONOAN, JR.
President, S.M.P. TODA
ANTONIO ALIBUYOG
President, Kamuning TODA
RICARDO REYES
President, Cordillera TODA
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President, Plaridel TODA
CRISOSTOMO DIZON
President, Tatalon TODA
VICENTE TORRAGO
President, Rotonda-Galas TODA
BONIFACIO SANTOS
President, Galas TODA
VICTOR CEA
President, Bayani TODA
JESUS ISIDORO
President, D. Tuazon TODA
AQUILINO LEDESMA
President, New Manila TODA
RICARDO REYES
President, Pinagkaisahan TODA
BARTOLOME AMPIL
President, Unang Hakbang TODA
LEONARDO FLOREZ
President, Visayan TODA
ARTURO REYES
President. Biak na Bato TODA

TRICYCLE REGULATION UNIT
LIST OF PERSONNEL/STAFF

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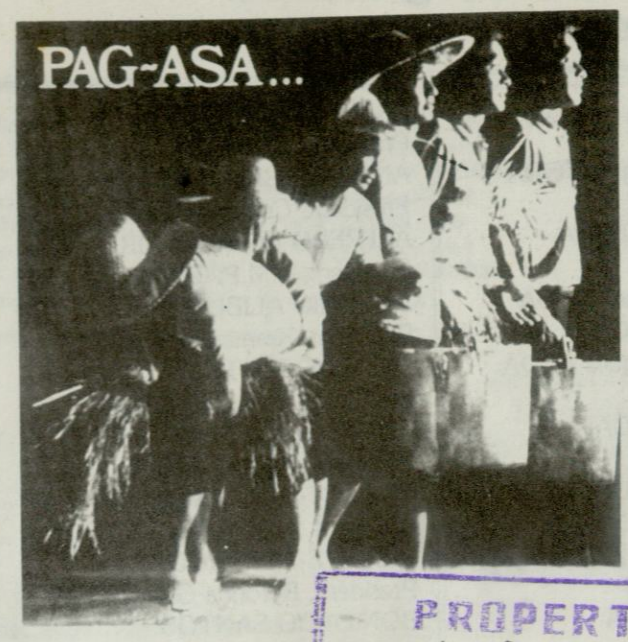
Chief Tricycle Regulation Officer
MRS. DAISY L. DELA CRUZ
Senior Clerk
MISS RESMY ROBLES
Clerk
MRS. ELIZABETH V. BANIQUID
Clerk
MRS. NADJA E. PARCHAMENTO
Clerk
MR. JERRY A. FORONDA
Senior Tricycle Regulation Officer
CULMAT REALTY CORPORATION

MR. NOEL L. LANSANG
Senior Tricycle Regulation Officer
MR. APOLINARIO T. TORRADO, JR.
Tricycle Regulation Officer
MR. JOSE LUIS J. PAPICA
Tricycle Regulation Officer
MR. JOELAN E. FABIAN
Tricycle Regulation Officer
MR. SOFRONIO L. LERIOS
Tricycle Regulation Officer
MR. RAUL S. GUTIERREZ
Tricycle Regulation Officer
MR. EDGARDO ASPAN
Tricycle Regulation Officer

MR. RODOLFO M. ALEIDO
Emergency Employee
MR. PEREGRINO MOSCARE G.
Emergency Employee
MR. MANUEL L. LIM
Emergency Employee
MR. GREGORIO S. BAUTISTA
Staff Assistant
ATTY. LEONARDO C. CRUZ
Special Assistant to the Cityiman,
Administrator
ATTY. ERNESTO M. VILLAREAL
City Administrator and OIC-TRU



MASDAN ANG PAGSIBOL NG
BAGONG URING MAGSASAKA
NAGLILINANG NG LUPA
NAGYAYAMAN NG BUKIRIN
MAY LAYUNING UMUNLAD
LUMAYA SA KAHIRAPAN
BAWAT PATAK NG PAWIS
MAY BIYAYANG KATUMBAS
SA KAMAY NIYA SASAATIN ANG MAUNLAD NA BUKAS
NATIONAL FOOD AUTHORITY KATUWANG NG MAGSASAKA
KAAGAPAY NG MAMIMILI

NATIONAL FOOD AUTHORITY

BIGAS... BUTIL ng BUHAY

Professional Business
Management Consultants Co.

Rm. 601 Web-Jet Bldg.
64 Quezon Ave., Quezon City
Tel. No. 712-09 51 Loc. 57; 65;53

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Bookkeeping, BOI/PCAD Accreditation
Business Registration • Licensing •
Incorporation • Taxation • and Loan
Assistance

Balai Builders Unlimited, Inc.
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